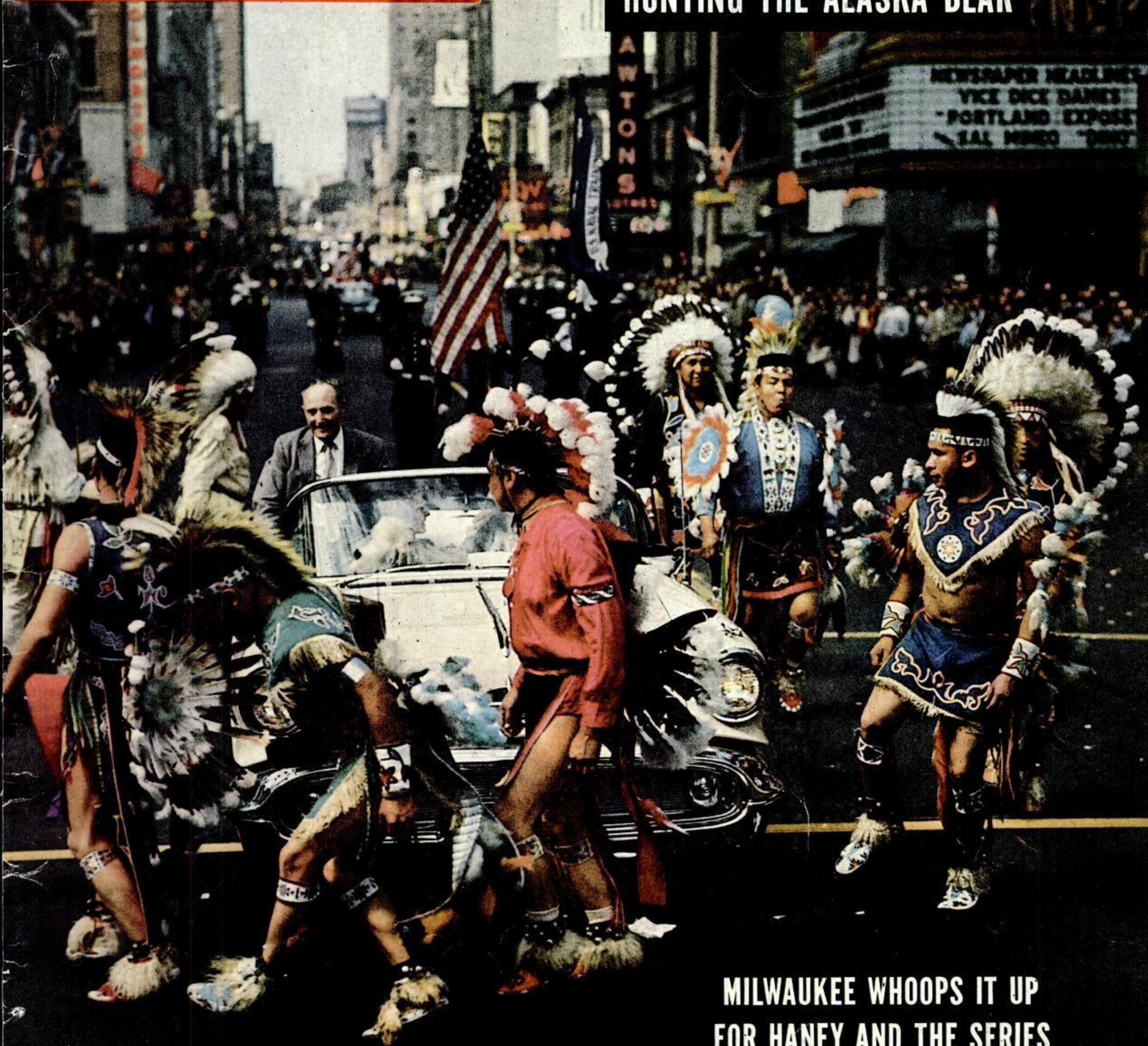


# LIFE

'BEASTS' OF WEST POINT  
PAY TV GETS GOING  
WHITE COLLAR CRIME  
HUNTING THE ALASKA BEAR



MILWAUKEE WHOOPS IT UP  
FOR HANEY AND THE SERIES

OCTOBER 14, 1957

25 CENTS



# Wake up Wonderful!



Firmness *without* hardness! Firmness *with* buoyancy!  
Only Beautyrest can give you this restful firmness!

**There's a difference** between "firmness" and "hardness." And Beautyrest\* proves it, night after night, morning after morning.

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"ORDINARY" MATTRESS



Joined-together springs sag together! Because they're wired together, these springs can't push up to support the weight and shape of your body. About 200 springs in an ordinary mattress . . . and they all sag together.

\*Trade-mark Reg. U.S. Patent Office, Copr. 1957 by Simmons Co., Mdse. Mart, Chicago, Ill.

BEAUTYREST MATTRESS



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Beautyrest

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## Reveille in Milwaukee

The World Series hits town—and vice versa—as the uninhibited Braves fans celebrate all out with parades, signs and hoopla, win or lose.



MANAGER HANEY, FAN

## Elegance comes back

In a big about-face, the designers of home furnishings switch from bare, modern look to one with traditional elegance mixed in.



TRADITIONAL PIECE

## How Hoffa did it

How did Hoffa—under fire from all directions—get elected head of the Teamsters? A look at him, his henchmen and his machine tells the story.



HOFFA AND BOOSTER

## The respectable chiselers

Concluding its crime series, LIFE examines white collar criminals who pretend respectability as their chiseling undermines the country's honesty.



PHONY PRICE CUTS

## Officers from "Beasts"

Two months of heckling and humiliation, never fully photographed before, start West Point's "Beasts" on the road to being men—and officers.



WEST POINT "BEAST"

## A sportsman's great hunt

A big game hunter fulfills his fondest dream as he confronts Alaska's great brown bear in the seventh of LIFE's series: "Great Adventures."



ALASKA BROWN BEAR

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Milwaukee celebrates the start of the World Series as Manager Fred Haney rides in a motorcade down Wisconsin Avenue, surrounded by dancing Indians (see pp. 38-41)

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VOLUME 43  
NUMBER 16



## Some questions and answers about

# ASIAN FLU

### 1 What is Asian Flu?

Asian Flu is a virus infection prevalent in the Far East. The disease has invaded the United States and has achieved epidemic proportions in some areas.

### 2 Is it a serious sickness?

Yes and no. While not in itself a particularly alarming disease, it may lower the body's resistance, which could cause serious complications.

### 3 What are the symptoms?

The symptoms include general aching, frequently a sustained fever as high as 104 degrees, fatigue, and a runny nose.

### 4 Is it a very contagious disease?

Asian Flu is highly contagious. Others should not be exposed unnecessarily.

### 5 What should one do about it?

Most important, see your doctor immediately and follow his advice to the letter.

### 6 How long does Asian Flu last?

The acute phase lasts 4 to 5 days. It will probably be two weeks before you're really yourself again.

### 7 What can one do to keep relatively comfortable during this period?

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*Left: The Como, 31005; overlay-front gore slip-on in desert brown walnut calf; black, 21003; tan 31004.*

*Center: The Como, 21610; stitched front, two-eyelet blucher in black walnut calf; in tan, 31621.*

*Right: The BELFORT, 31619; plain toe, three-eyelet blucher in tan walnut calf; in black, 20601.*

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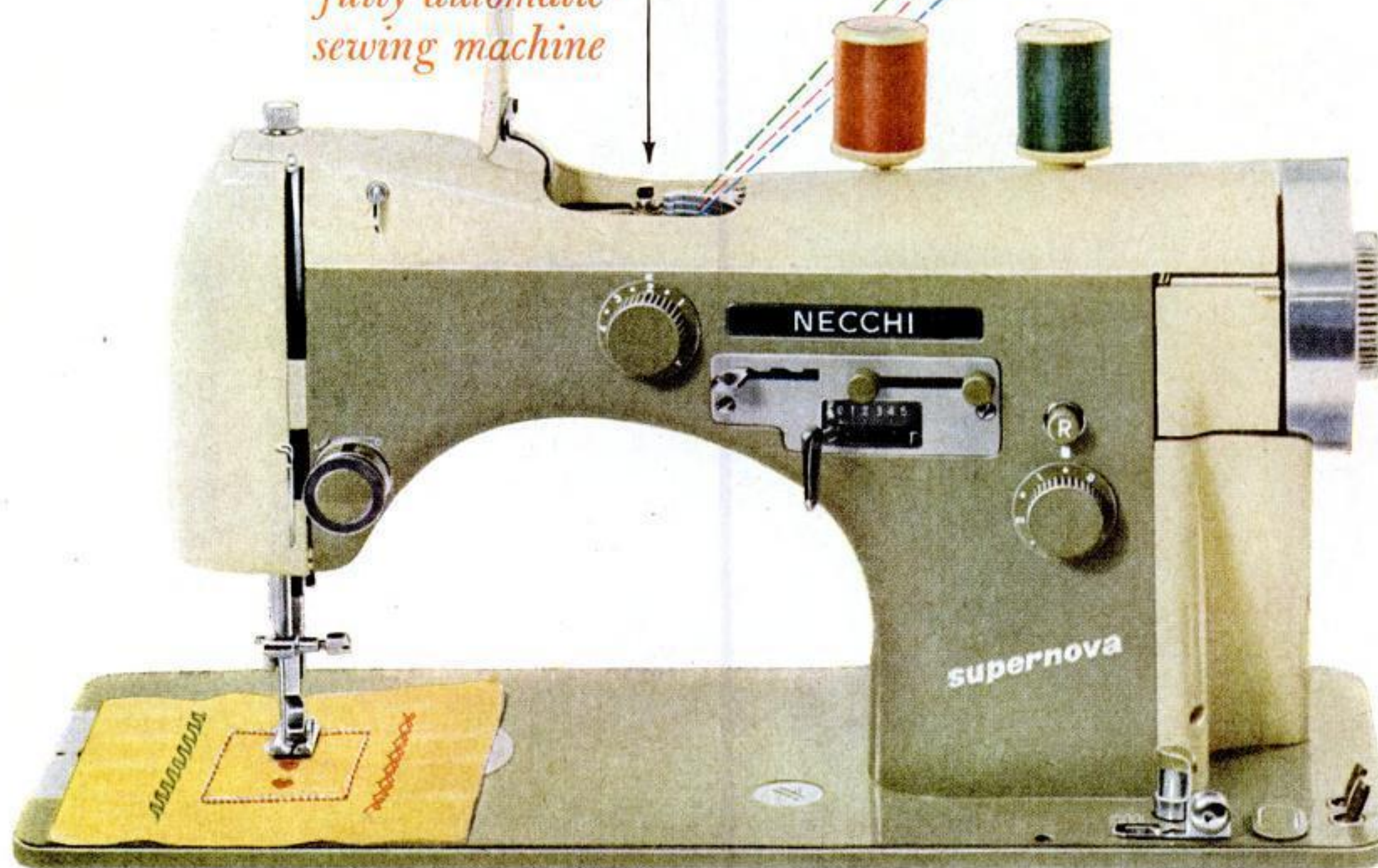
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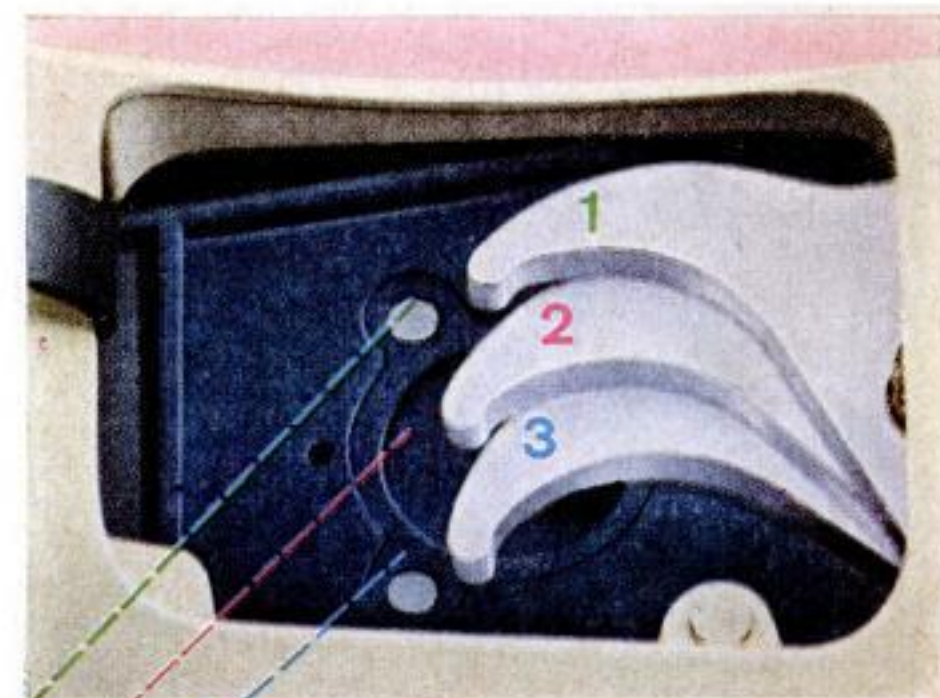
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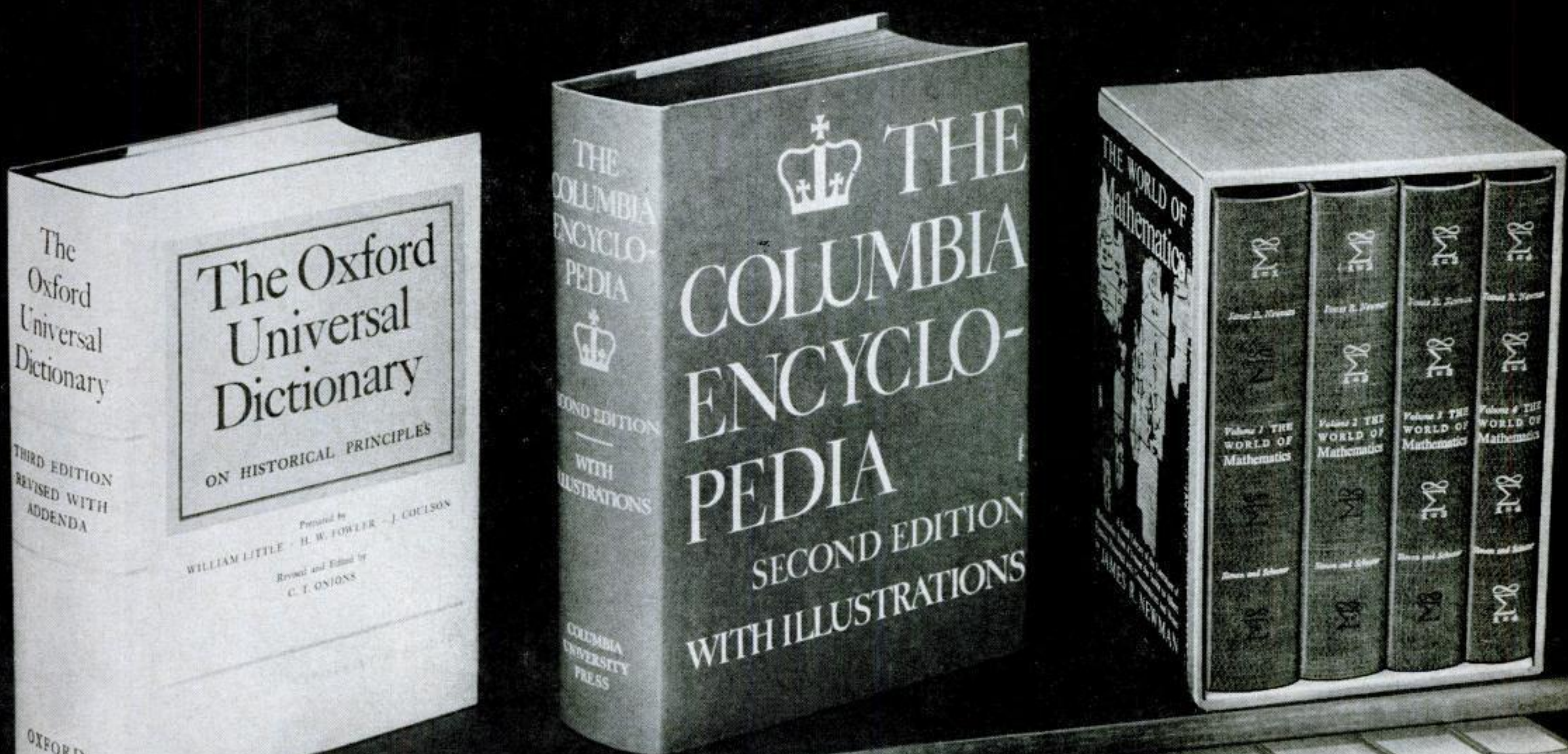
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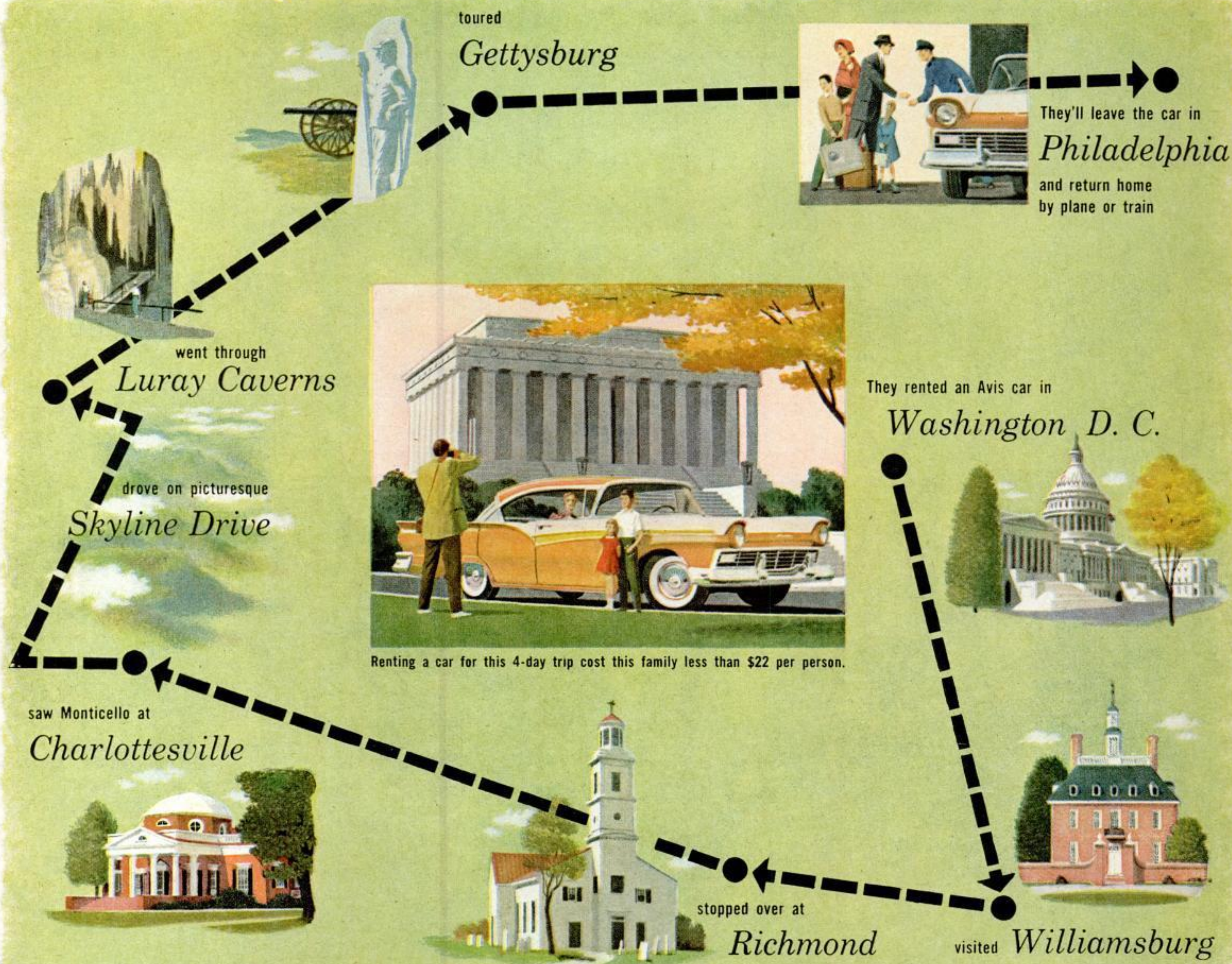
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So Correctol acts promptly but unhurriedly. It gives the relief a woman wants and needs...but it's gentle, more natural relief. And thanks to its miracle regulator, Correctol gives these results with far less laxative medicine than other preparations using the same ingredient for their effect.

## Enjoy relief this new way

You'll want to try this new feminine laxative! So while you're shopping today, pick up a bottle of these tiny pink tablets and put them in your medicine chest to have when you need them. See how much better you feel with Correctol... and how much more naturally it brings relief! 30 tablets, only \$1.00—any drugstore.



ANOTHER FINE PRODUCT OF PHARMACO, INC.

# Correctol

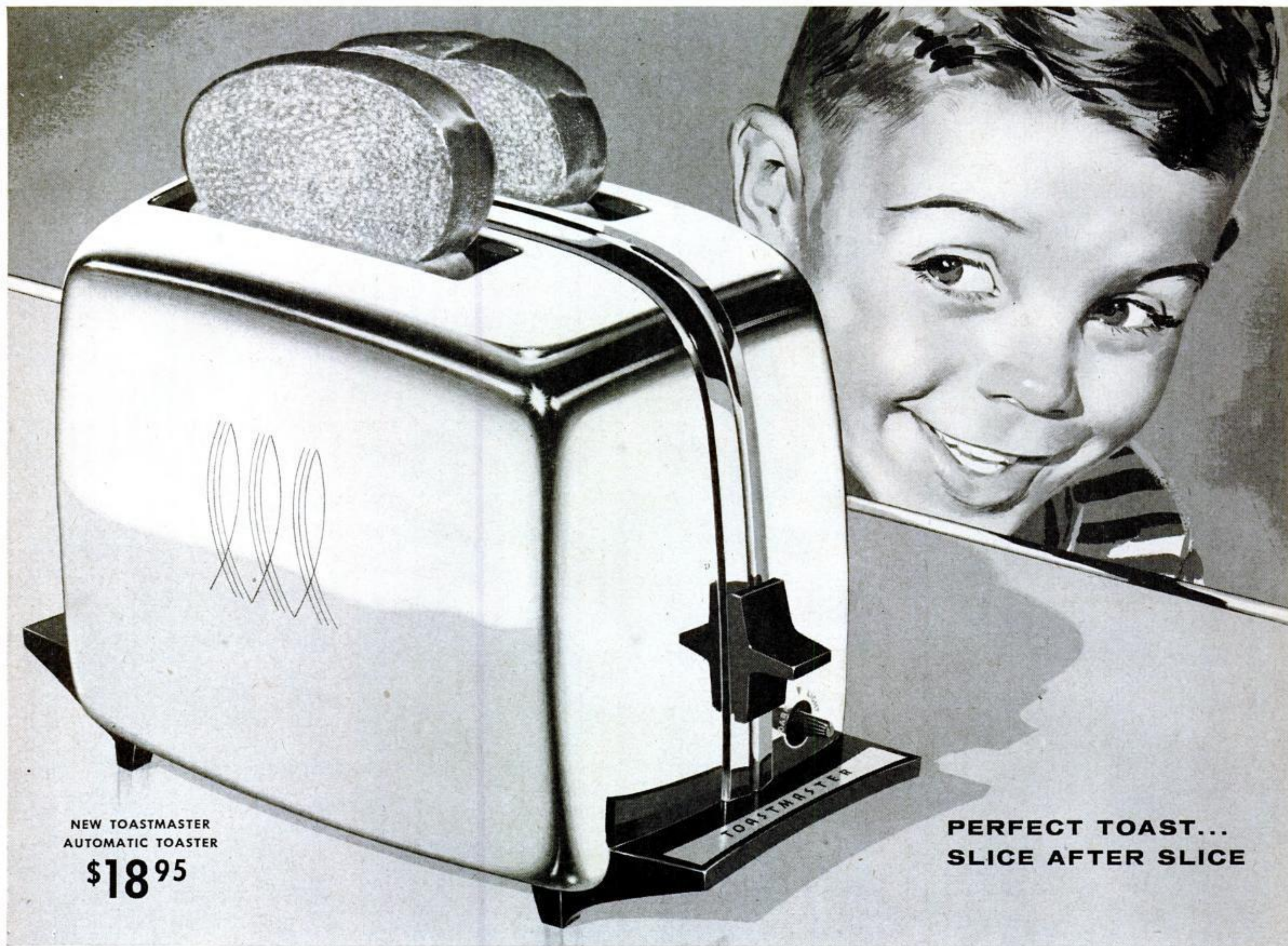
*the first laxative especially for feminine use*

ALSO AVAILABLE EVERYWHERE IN CANADA



TO WISH HER THE BEST GIVE HER THE BEST...

# TOASTMASTER



NEW TOASTMASTER  
AUTOMATIC TOASTER  
**\$18<sup>95</sup>**

**PERFECT TOAST...  
SLICE AFTER SLICE**

New styling to brighten your table....

*new* **TOASTMASTER** *Automatic Toaster*

**Fully automatic... just press the lever**  
**Completely new... smart contemporary styling**  
**Perfect for muffins and frozen waffles, too**

A toaster as bright and new as morning sunshine. A Toastmaster Toaster, fully automatic. And your toast pops up high, easy to reach. The Toast Control Dial lets you choose exactly the right shade of goldenness, and the hinged crumb tray makes cleaning easy.


Wonderful toast will come out of your new Toastmaster Automatic Toaster. Ask anyone who has one. Then give one to your family soon.

*more family friends....from* **TOASTMASTER**



TOASTMASTER DIVISION  
McGRAW-EDISON COMPANY

"TOASTMASTER" is a registered trademark of McGraw-Edison Company, Elgin, Ill., and Oakville, Ont.



**TOASTMASTER  
POWERMATIC TOASTER!**  
No lever to push! Lowers the bread, toasts it, then serves it up! \$28.50



**NEW TOASTMASTER  
AUTOMATIC  
COFFEE MAKER!**  
A cup a minute... completely automatic! Only \$29.95



**NEW TOASTMASTER  
AUTOMATIC FRY PAN!**  
Fries, roasts, stews! 11", \$19.95; 12", \$24.95 (Marching covers, \$3.25, \$4.25)



**NEW TOASTMASTER  
AUTOMATIC STEAM  
& DRY IRON!**  
Two irons in one—changes instantly! Only \$16.95



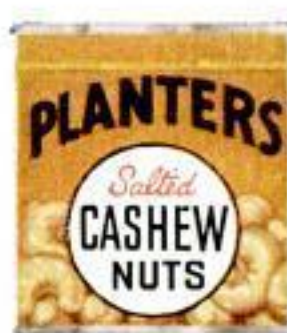
**TOASTMASTER  
AUTOMATIC GRILL  
& WAFFLE BAKER!**  
Makes waffles, grills sandwiches or anything else! \$34.95





## Simplest and best snack of all...

Simple to serve and simply delicious... Planters Peanuts have a crisp, salty tang that wakes up the flavor of any drink. So be prepared. When friends stop in, just twist the key of the blue vacuum can. These plump, party-perfect peanuts... with the finer, fresher Planters flavor... are always served with pride and eaten with pleasure.



Planters Products are also made and sold in Canada

© Mr. Peanut

PLANTERS IS THE WORD FOR PEANUTS



The Most Expensive Bottle of

Whiskey in the World

for the fortunate few

# *The "Presidents' Stand"*



In perfect balance, the full gallon bottle of Old Grand-Dad on the "Presidents' Stand" needs only the gentle pressure of a finger to tilt, and pour your drink.

"Head of the  
Bourbon Family"

Approximately  
*Thirty-five Dollars*  
THE FULL GALLON  
Name Plate Available  
Engraved To Your Order



What a splendid gift for those friends for whom only the extraordinary is good enough!

Or to dress up your own home bar or buffet—this fabulous "Presidents' Stand," with its full gallon bottle of Old Grand-Dad, finest of all bourbons.

It is made of solid Honduras mahogany, with heavily gold-plated pouring spout and retaining chain. The name plate is of etched solid brass.

The center of all eyes, and the envy of all present, it marks anyone as a host of good taste—fortunate to be one of the first owners of this Limited Edition.

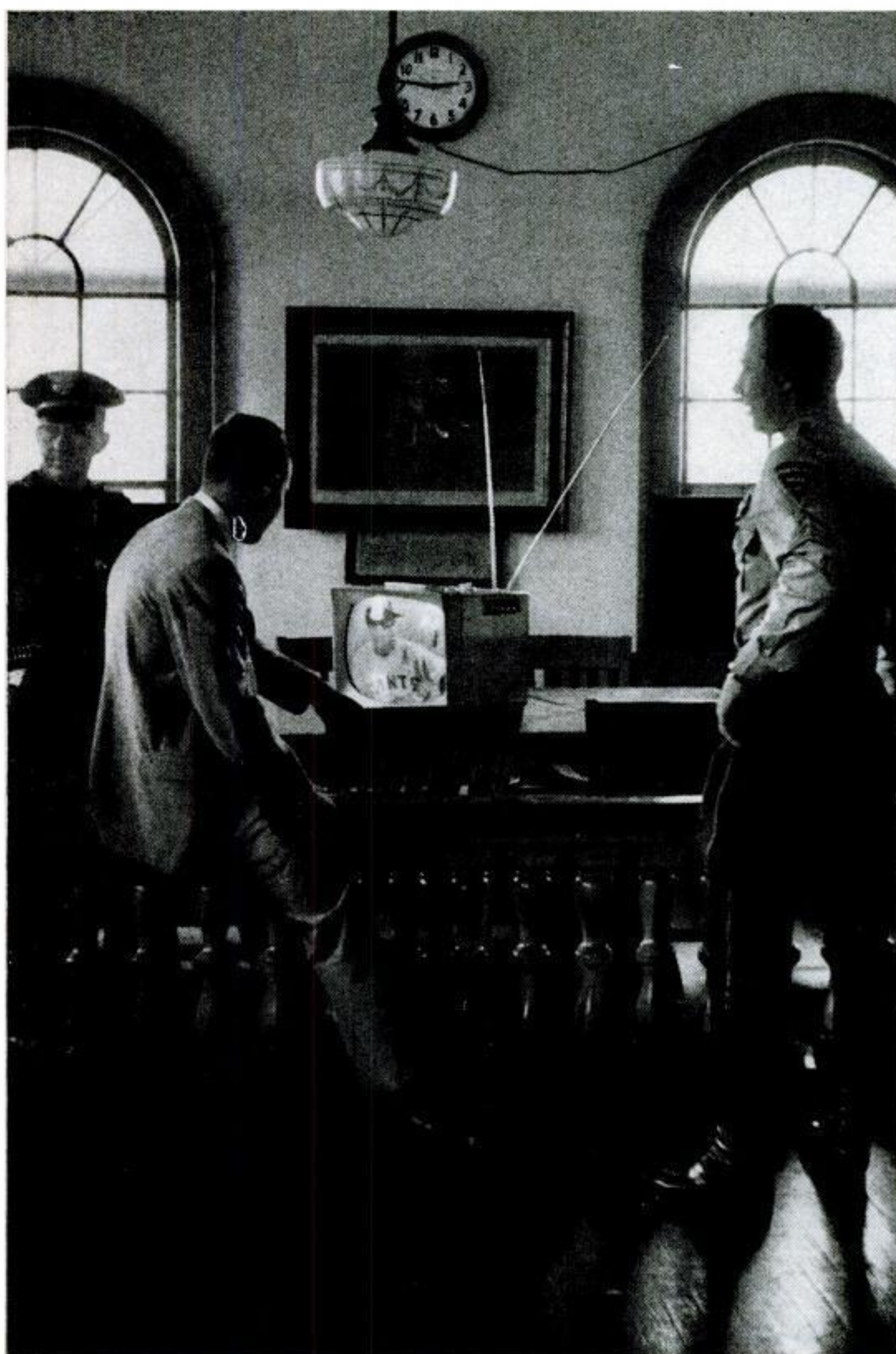
Surely you'd like to own or give one! It is available at select retail stores—or drop a card to: National Distillers Products Company, Box #12 (P.S.), Wall Street Station, New York 5, N. Y.



KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD DISTILLERY CO., FRANKFORT, KY. • DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS CO.



**Big-Screen General Electric Portable** with 17-inch (over-all diagonal) tube, 155 square inches of viewable area. Retractable handle, built-in telescoping antenna, aluminum cabinet. Three color choices: Turquoise & Mist Green, Beige & Tawny White, Charcoal & Mist Gray.



## General Electric Big-Screen Portable

# PULLED IN A SHARP PICTURE FROM 62½ MILES AWAY

We don't claim performance like this in every locality. But, using its own built-in antenna, this 30-pound performer got Philadelphia stations at Mantoloking, N. J.—62½ air miles away (left). With a roof antenna the General Electric Big-Screen brought in New York at the Cranwell School in Lenox, Massachusetts—119 air miles away (right).

*Police Station—Mantoloking, New Jersey . . .* The Big-Screen Portable got Philadelphia stations—62½ air miles away. More amazing, as the police

chief pointed out, it did this with "horns"—his term for its built-in antenna.

*Cranwell School—Lenox, Massachusetts . . .* The Jesuit Fathers, who teach here, kindly let us try the General Electric Big-Screen hooked up to their rotating roof antenna. It brought in New York just as well as their console does—from 119 air miles out.

That's documentary evidence that the General Electric Big-Screen Portable works wherever a console will . . . goes where a console won't.

*Why such great performance? This portable has a*

new tetrode tuner that packs even greater picture power than before.

The Big-Screen Portable is *light*. It weighs a mere 30 pounds. It's *trim*, too. Thanks to its 110° picture tube, the Slim Silhouette cabinet measures just 15 inches front to back. And it has a *bigger picture*—155 square inches of picture.

Better see the portable that brought in a sharp picture from 62½ miles away on its own antenna—and from 119 miles away with a roof antenna. It's waiting for you at your General Electric dealer's. Right now.



Retail prices will include Federal excise tax, one-year warranty on picture tube, 90 days on parts. UHF at small additional cost. Prices subject to change without notice. General Electric Company, Television Receiver Department, Syracuse 8, New York.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



SPEAKING OF PICTURES

# NEW WAY TO GET WATT'S STEAM UP

Ronald Searle, who lost his first job as a solicitor's clerk because he was continually drawing cartoons on the briefs, grew up to become one of the world's most successful cartoonists. Now his drawings will move. On Oct. 13, over NBC (9 p.m. E.D.T.) the Standard Oil Company (New Jersey) will celebrate its 75th anniversary



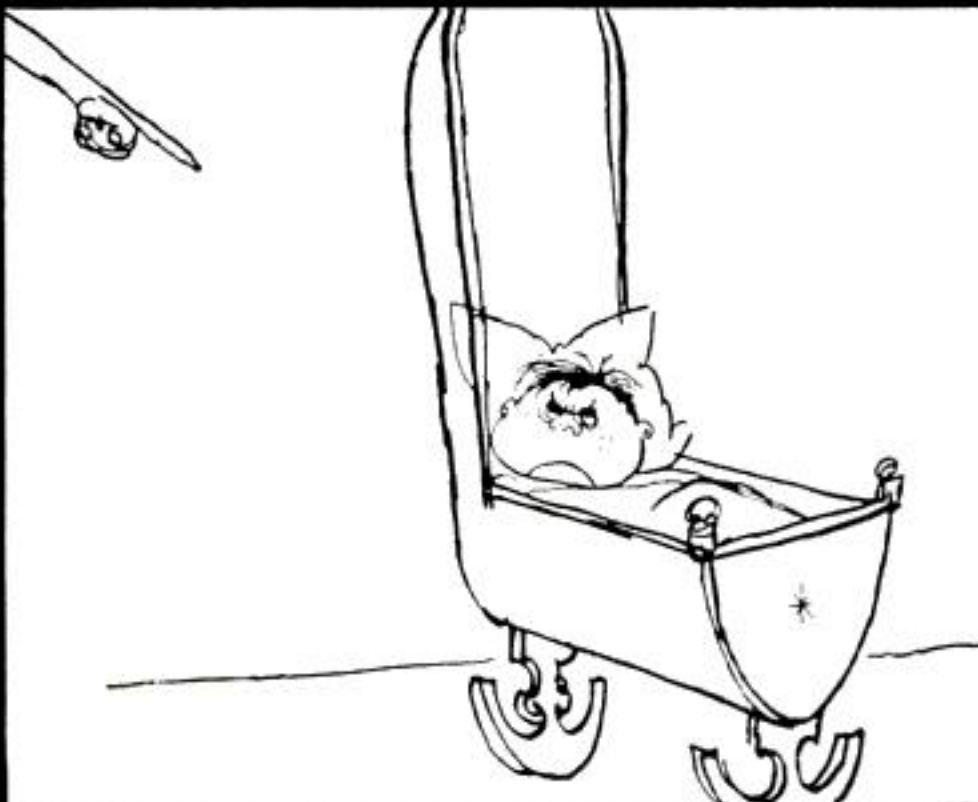
WATT IDLY WATCHES STEAM FROM KETTLE



AN INTERRUPTING VOICE DISTRACTS HIM



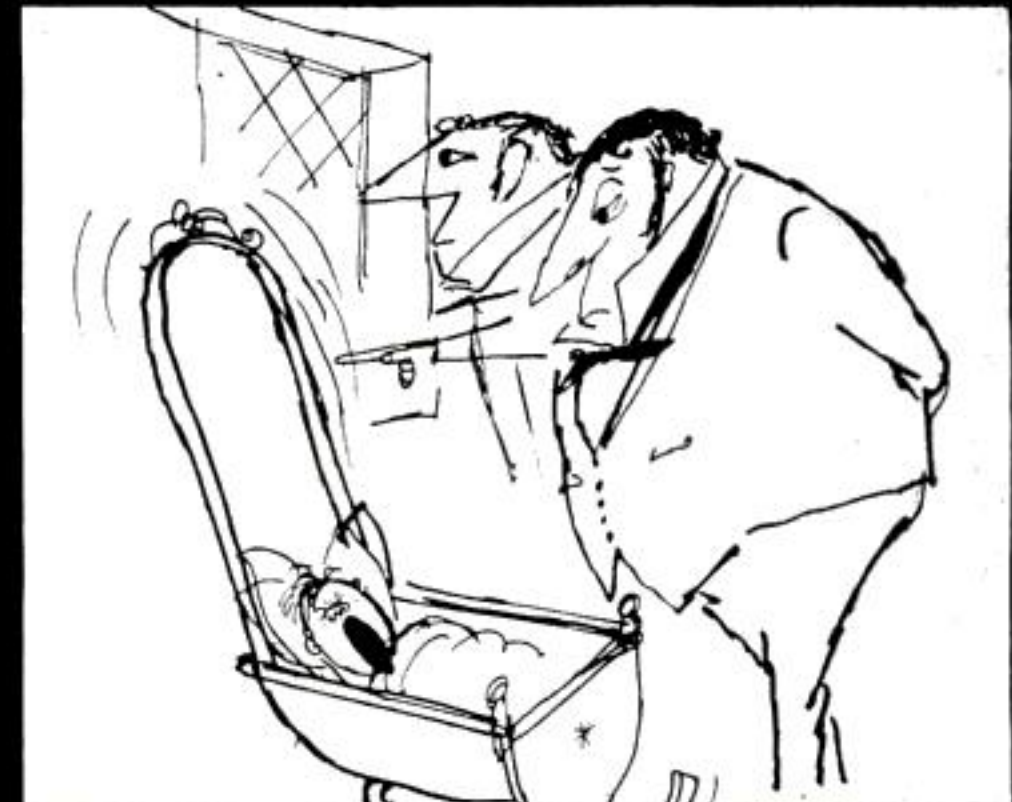
HIS SHREWSH WIFE: "I'M GOING OUT"



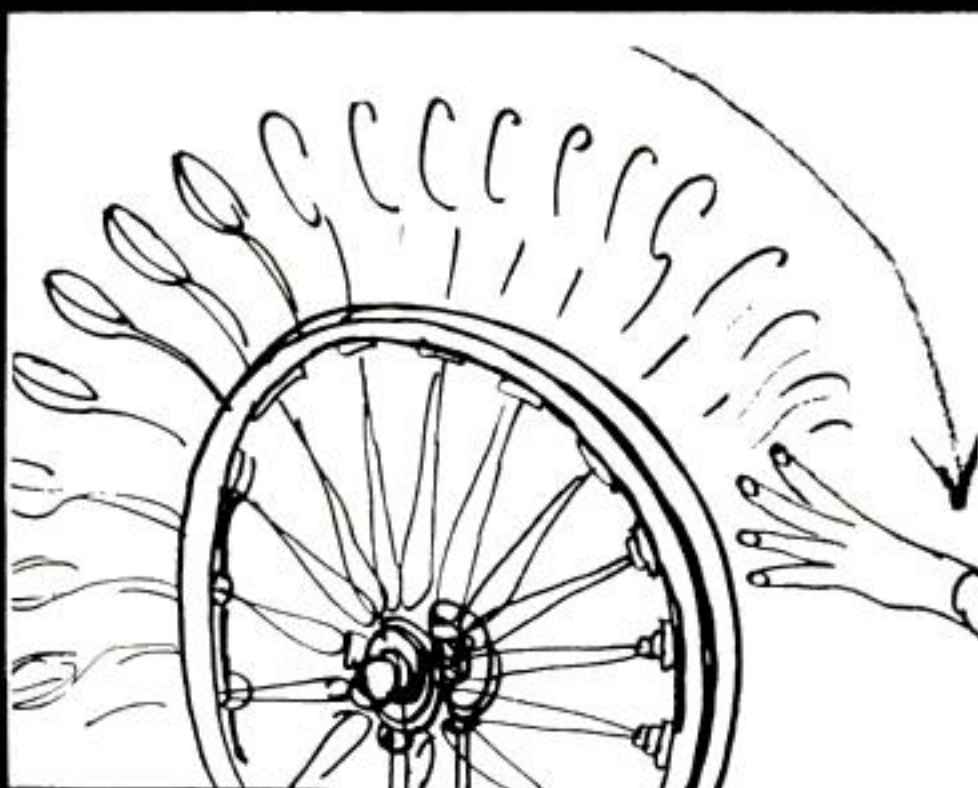
"AND MIND THE BABY"



THE BABY STARTS TO TUNE UP



HE WATCHES WIFE GO, GAZES AT BABY



HE FASTENS SPOONS TO SPINNING WHEEL



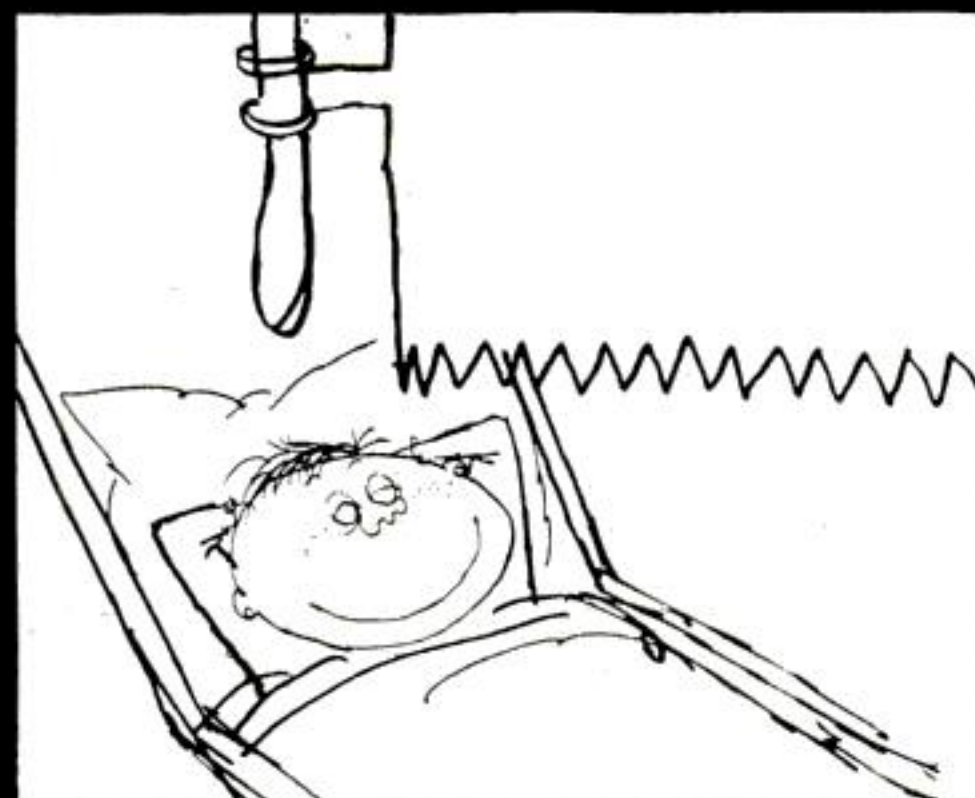
HE SHOVES IT TOWARD THE KETTLE



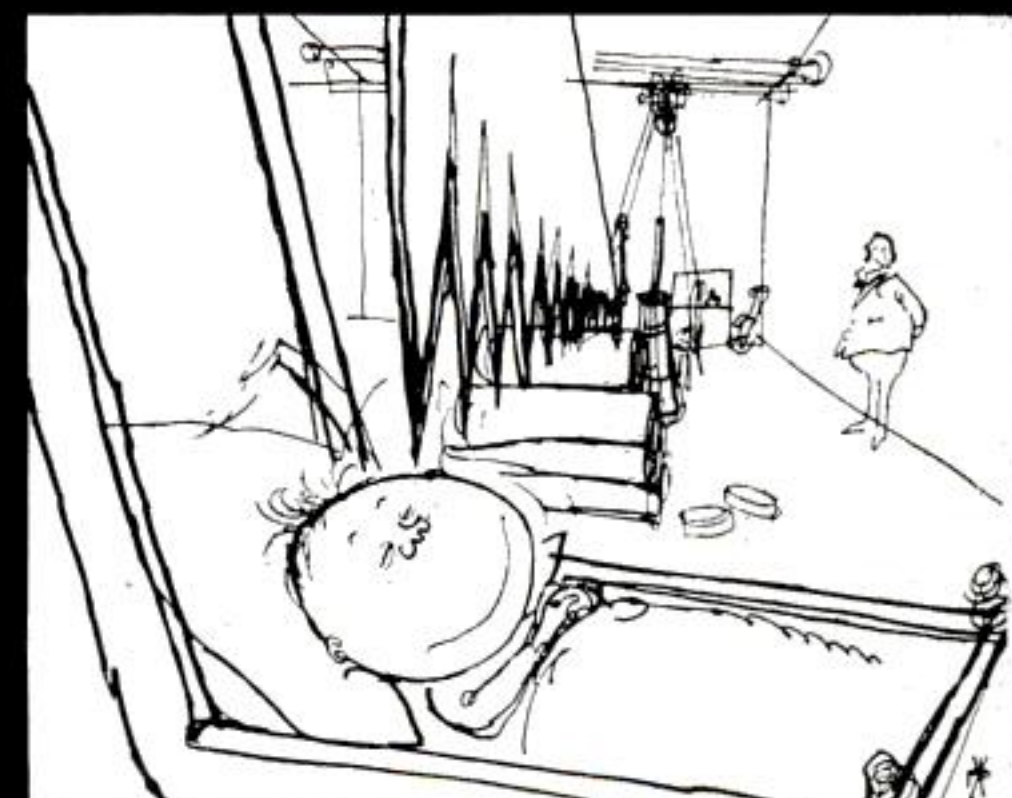
HE STOKES FIRE, STEAM INCREASES



THE CRADLE IS ATTACHED TO THE SAW



THE SAW STARTS TO MOVE



AND THE CRADLE ROCKS



with a long TV show, 12 minutes of which will be devoted to Searle's interpretation, in a cartoon movie, of the history of energy.

Below are some sketches Searle made for the film, showing his version of how the Scottish inventor James Watt in 1763 came to develop a steam engine. Searle himself is sympathetic to

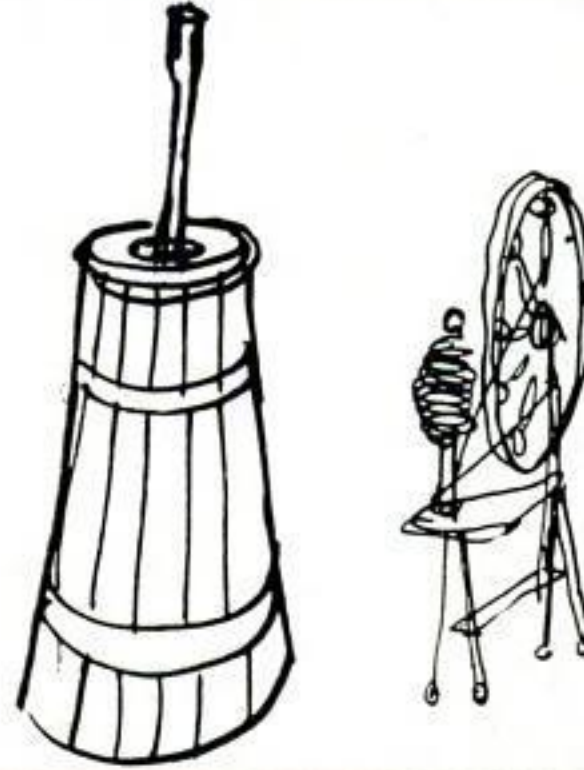
visionary gadgeteers like Watt and is almost scientific in his working habits, keeping a neat chart of all his deadlines, including vacation. In his London home he also has many efficiency devices, including a special system of doorbells and inside telephone hookups to his fourth-floor studio which, he thinks, would have delighted Mr. Watt.



SEARLE AT WORK



"I WANT YOU TO SPIN THE YARN"



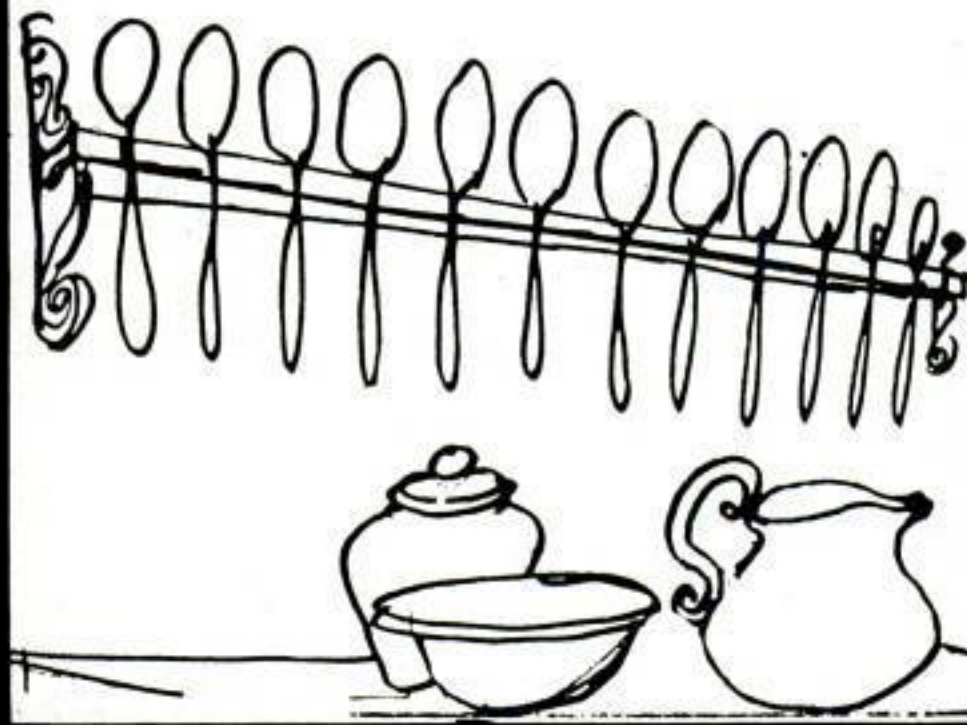
"AND CHURN THE CREAM"



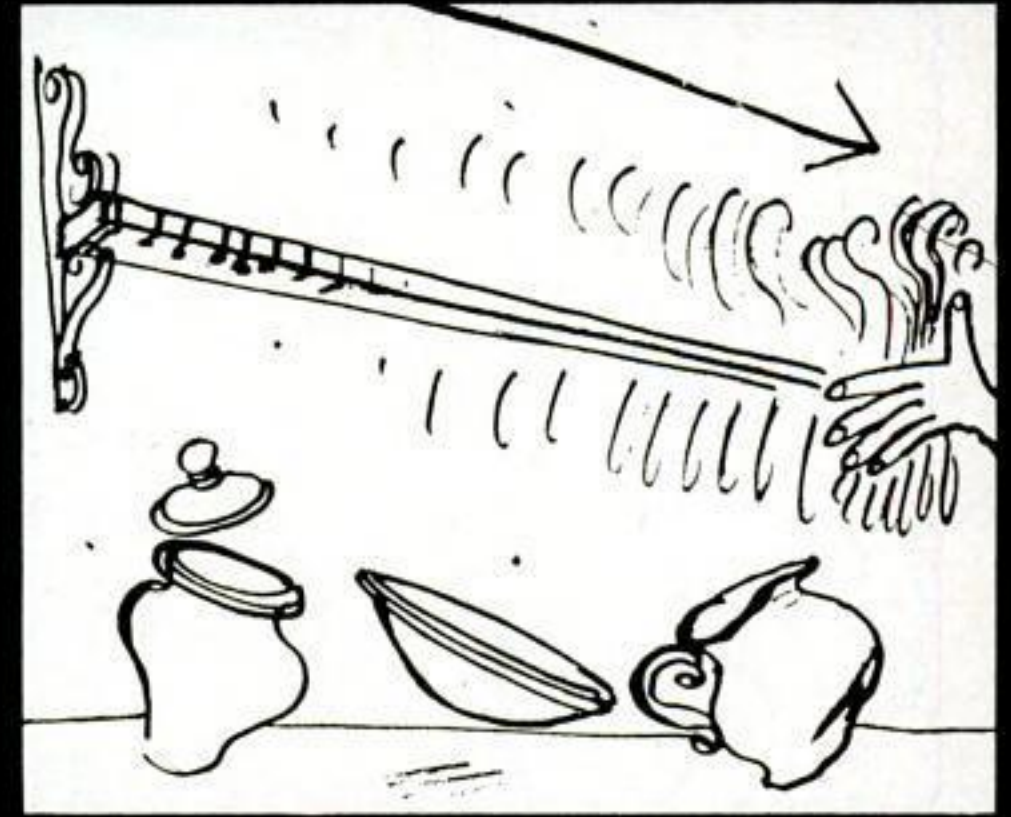
"AND CHOP SOME WOOD"



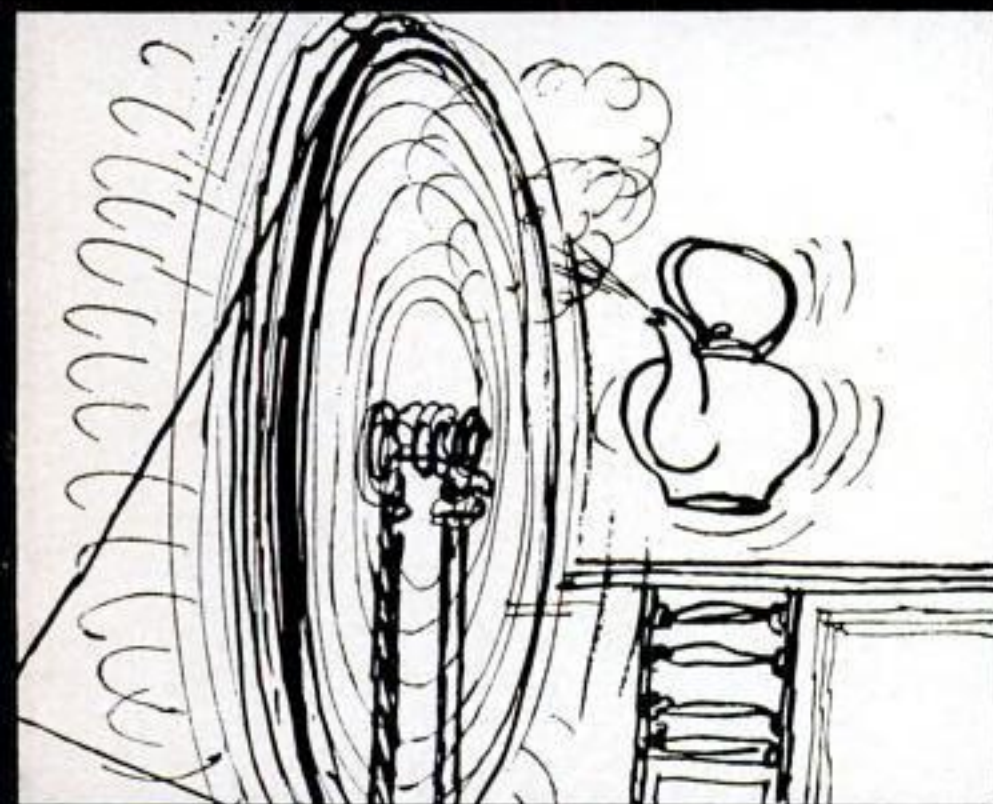
HE REMEMBERS THE STEAM AND KETTLE



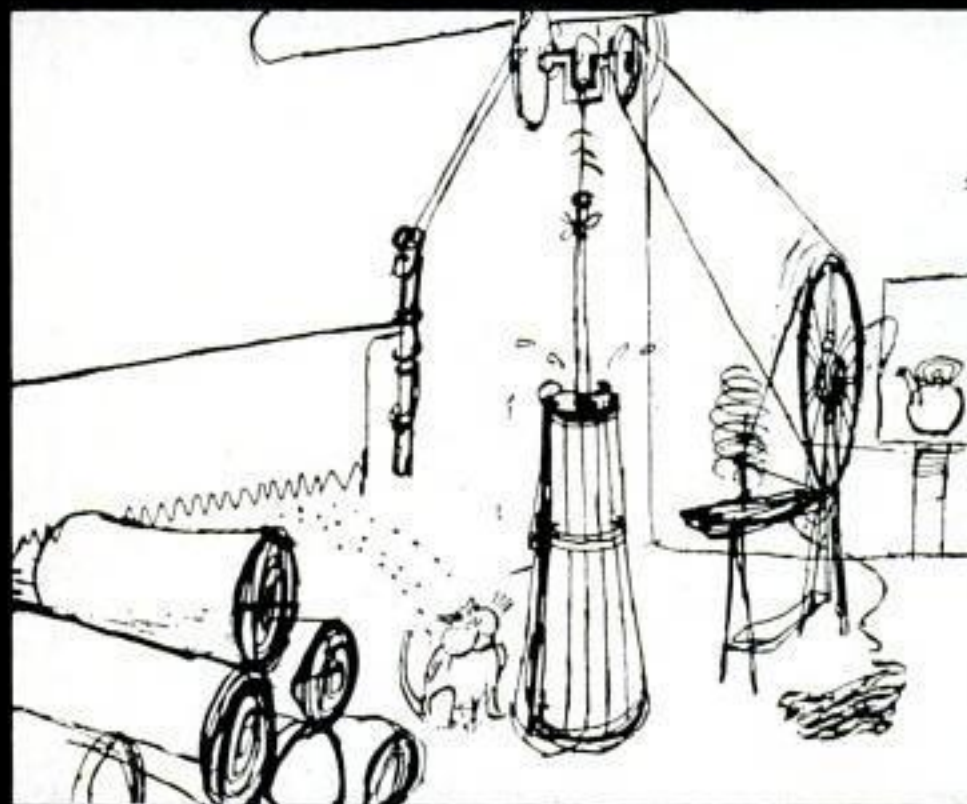
HE REMEMBERS A ROW OF SPOONS



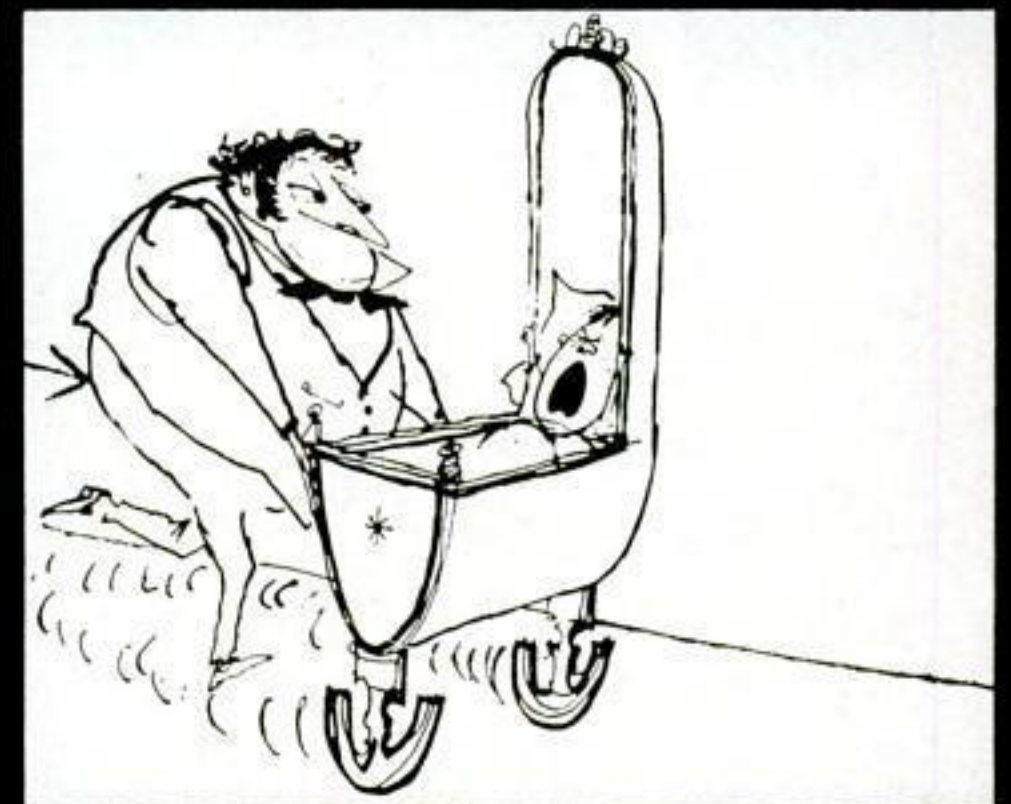
HE SNATCHES THEM ALL



STEAM HITS SPOONS, THE WHEEL SPINS



MORE WHEELS TURN TO DO THE CHORES



EVEN BABY CAN BE MECHANIZED



AT THIS POINT MRS. WATT'S COMES HOME



SHE TAKES A FIRST FOREBODING LOOK



WIVES JUST DON'T RECOGNIZE GENIUS



Higher -  
Quieter -  
Smoother



**El Capitan**  
CHICAGO - LOS ANGELES

Every seat at Dome-level height

**\$66<sup>12</sup>**

one-way fare (plus tax)  
Chicago - Los Angeles

Let us have a rental car waiting for you on arrival.



## LETTERS TO THE EDITORS

### FAUBUS DEFIANCE

Sirs:

You should be ashamed of your article on Governor Faubus of Arkansas ("Faubus Defiance of Federal Rule," LIFE, Sept. 23).

You have tried to put him in the light of an ignorant (if slightly educated) Arkansas hillbilly.

LIFE should be boycotted by all readers from Arkansas.

MRS. O. S. CARPENTER

Texarkana, Ark.

Sirs:

If Governor Faubus likes it better in the woods the people of Arkansas should send him back there.

EDITH A. HUPP

Odessa, Texas

Sirs:

The Russians think we are a bunch of dopes and there's always someone like Governor Faubus who pops up in the limelight to prove it!

LOUISE CALHOUN

Torrington, Wyo.

Sirs:

No one was more surprised at the dynamiting of Hattie Cotton School than the children, teachers and parents of that school.

We think we have the best school, guided by the finest principal and faculty, in the U.S. With the enrollment of a Negro child, the first day had gone smoothly so the area was not patrolled and policed as closely as the other newly integrated Nashville schools. Our beautiful school fell prey to outside violence.

I have three children attending Cotton School, one whose room suddenly became an addition to outer space. Not only has this dreadful thing left a scar on the heart of every child and teacher of this school and Nashville, but it has left a scar on the United States of America.

MRS. CARLENE BRACEY HUBER

Nashville, Tenn.

### SPEAKING OF PICTURES

Sirs:

You have started some to-do about bigger and better mustaches (Speaking of Pictures, LIFE, Sept. 23). I am enclosing this picture of a "mustachio" that makes the "boys" in your spread just beginners.

I took this picture of an old Japanese gent in September 1945 at the termination of World War II during the American occupation of the Japanese mainland.

HAL YAEGER

New York, N.Y.



JAPANESE GROWTH

### THE QUALITIES OF JUSTICE

Sirs:

Congratulations on your fine article, "The Qualities of Justice" (LIFE, Sept. 23). In speaking of incompetent judges you mentioned the few who stay on the bench after they should have retired, but these are as nothing compared to the many who never were judicial material and got on the bench through politics.

Nearly everywhere in this country judicial offices are an important element of political patronage, and political considerations are of controlling weight. The answer? A nonpartisan nominating commission can make sure that only names of qualified persons are considered for appointment or put on the ballot for election.

GLENN R. WINTERS

Executive Director

American Judicature Society  
Chicago, Ill.

Sirs:

Philippe Halsman's LIFE portrait of Judge Learned Hand is the most alive picture I have seen. After gazing on it for a few seconds, I felt an almost uncontrollable urge to brush aside one of those shaggy eyebrows.

MARIE METZ

Cheltenham, Pa.

### JUNK WINS TV SHOWS

Sirs:

Thank you for Charles Van Doren's great essay on knowledge ("Junk Wins TV Quiz Shows," LIFE, Sept. 23). May the sound thinking of this master quiz whiz on the educated man spread, especially to those who believe that only acquiring facts is the ultimate goal in education.

MRS. MAY GIRDLESTONE WILT

Sierra Madre, Calif.

Sirs:

In Van Doren's article there appears an unfortunate caption under my father's picture LIFE called "scholarly flop." This was meant to prove that true scholars flop on memory tests like *Twenty-One*.

Actually my father has a fantastic memory and is a true scholar besides. Eleven years ago when he retired as president of Vassar, he could call off 10,000 Vassar alumnae by name. He can sing hundreds of minstrel songs he heard once or twice as a child 60 or 70 years ago. In reading, his memory is as near photographic as is possible. He is able to read a long detailed book and review it in an hour or less. He did remarkably well on the *Twenty-One* entrance exam.

The only reason he failed was that he crammed too hard—which he always told his students never to do. The question he missed (Truman's secretaries of State) he knew the night before because, by coincidence, I had asked him that. Just too many lists in his mind at once!

CALVIN D. MACCRACKEN

Tenafly, N.J.

### EDITORIALS

Sirs:

You certainly are to be commended for your two editorials, "The States' Rights Issue" and "A Fifth Column of Decency" (LIFE, Sept. 23).

However, your reference to the majority of the Little Rock citizens as "a fifth column" is very unfair and

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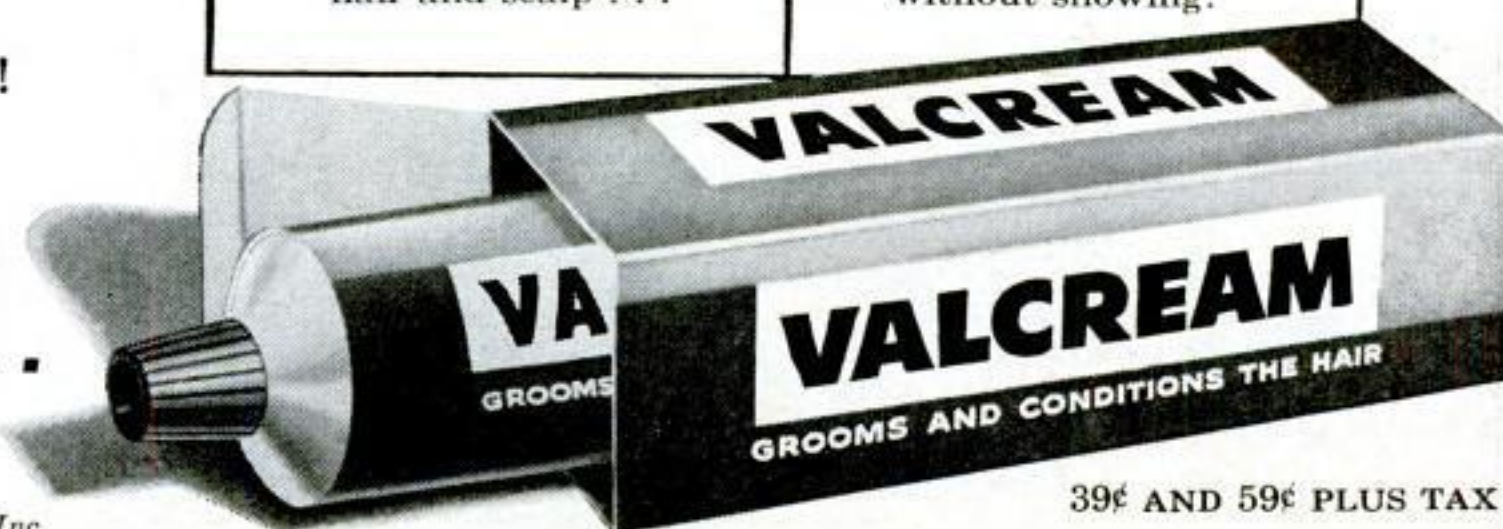
**VALCREAM**  
isn't seen  
or felt!

**NEW**—This hair cream for men not only keeps hair neat 'n' natural

# VALCREAM grooms without showing

**Changes form on application . . . greaseless . . . enriches hair's natural oils.** New Valcream keeps your hair at its very best all day, and yet isn't seen or felt! This new grooming discovery changes form on application, never leaves a white film. Valcream actually enriches hair's natural oils. It's not greasy, or oily, or drying—contains no alcohol. Get new Valcream!

**For "NO-SHOW" grooming . . .**



Another fine product of Chesebrough-Pond's Inc.

39¢ AND 59¢ PLUS TAX





another Hallowe'en...but they didn't outgrow their

## Fruit of the Loom S-t-r-e-t-c-h Socks

GUARANTEED! Your children will not outgrow Fruit of the Loom S-t-r-e-t-c-h Socks from one Hallowe'en to the next! And remember, they're guaranteed to give complete satisfaction under the famous Fruit of the Loom Seal! Mothers, s-t-r-e-t-c-h your budget with longer wearing Fruit of the Loom S-t-r-e-t-c-h Socks. At F. W. Woolworth, and department and variety stores in your community.

*Sanolized!* Only Fruit of the Loom S-t-r-e-t-c-h Socks are finished with this revolutionary process that makes the socks smoother, softer...and so kind to your child's tender skin!

SOCKS FOR THE ENTIRE FAMILY



**Fruit of the Loom Socks** 200 Madison Ave., New York 16  
Division of Chester H. Roth Co., Inc., Licensed Manufacturer



## LETTERS TO THE EDITORS

CONTINUED

misleading. To designate these people as a "fifth column" would imply that they were actively engaged in sabotaging the real meaning of American citizenship. Their calmness and fairness during all of this crisis deserve great commendation.

THE REV. CHARLES C. WALKER  
First Congregational Church  
Little Rock, Ark.

Sirs:

This country has long prided itself on being the melting pot, in which diverse races and cultures were peacefully blending. Melting is a smooth process, where ingredients combine by natural affinity. But the Supreme Court has changed all that. We have become a mixing mortar, which by definition is a bowl of hard substance in which the ingredients are broken, crushed and ground together.

GEORGE J. RAWLINS  
Islamorada, Fla.

### MATCHING BRADY

Sirs:

Congratulations to Ed Clark on his magnificent emulation of Brady's photography ("In Image of the Master," LIFE, Sept. 23). If Brady were alive today I am sure he would give Ed a pat on the back.

MARGARET REUTER RUCK  
Glen Ellyn, Ill.

Sirs:

On page 122, in the top lefthand corner, there is shown a picture of an oldtime train and station building. The caption identifies this as being at Burke's Station, Va. Some years ago this error was discovered, and I believe the accurate location of this photograph is at Hanover Junction, Pa., south of York.

THOMAS D. CALDWELL  
Harrisburg, Pa.

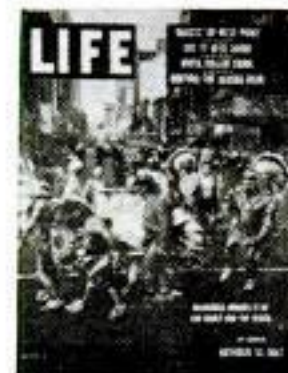
● LIFE's caption was incorrect but Photographer Edward Clark did take his picture at the correct spot, Hanover Junction, Pa. Lincoln's train switched tracks there on the way to Gettysburg. Whether the picture was actually taken during Lincoln's Nov. 18, 1863 journey is still questioned by historians.—ED.

Sirs:

Congratulations to Photographer Clark for a unique idea. But he made

CONTINUED

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## Modern Medical Discovery Puts Muscular Pain To Sleep As Never Before Possible

This revolutionary new pain treatment penetrates through the skin, deep into aching muscle tissues. Fragrant, soothing, *unbelievably* effective INTRACEL relieves backache and shoulder stiffness caused by driving, drafts or just plain "nerves." Use INTRACEL, too, to relieve aches and pains of stiff neck muscles, muscular lumbago, simple neuritis and neuralgia, sore arm and Charley Horse. INTRACEL gives temporary relief from minor pains of arthritis and rheumatism.

If not completely satisfied, your druggist will refund your full purchase price.



**NEW Intracel**  
PENETRATING ANALGESIC

Popular 2 oz. Size . . . \$1.49

YOU SAVE 1/3 WITH THE

New 6 oz. Economy Size \$2.98

VCA LABORATORIES, LOS ANGELES AND NEW YORK

**UNIPAD** all-in-one By **HEMLAST**  
IRONING TABLE COVER-PAD SET  
For outstanding quality, for better value be certain to ask for Hemlast products. SOLD AT LEADING DEPARTMENT STORES GUSTIN-KRAMER COMPANY BOSTON 15, MASS.

Stuffy nose?  
**F&F Squeeze INHALER**  
More Effective Vaporizer Action  
Vaporizer action clears cold-stuffed noses more effectively.  
F & F LABORATORIES, Chicago 32, Illinois  
Brite bands look better . . . wear longer!

**BRITE WATCH BANDS**  
50¢ to \$4.98

You actually **SAVE** up to 50% because you attach it yourself.

Brite's genuine leather and precision metal expansion bands are sold in Drug, Tobacco and Sundry stores... everywhere!

BRITE MANUFACTURING CO., PROVIDENCE 9, R. I.



# Who says you need more sleep?



## *Maybe you just need this Better sleep!*

**Let's face it.** Busy, modern lives leave no time for the extra hours of slumber enjoyed in Grandmother's day.

So consider the fact that doctors agree your sparkle depends on how *well* you sleep, rather than how *long*.

Then why not enjoy the new kind of mattress that—hour for hour—helps you find more *restoring* rest?

Millions have done it. Millions will awaken tomorrow—rested, reinvigorated, ready to get up and GO—and blessing their AIRFOAM mattresses!

Have you ever touched an AIRFOAM mattress? Ever felt its completely different, delightful resiliency—its gentle firmness that cradles every inch of you? Once you do, you'll know that here is the modern slumber mate for busy moderns! Goodyear, Foam Products Division, Akron 16, Ohio.

### See how AIRFOAM starts your best days the night before:

- **Relaxes tension zones**—gentle uplift helps ease taut nerves, tense muscles
- **Firm support all over**—mattress strongest where weight is greatest
- **Boon to allergy sufferers**—generates no dust, lint or fluff
- **"Breathes" fresh air**—stays inviting, sleep-inducing, without turning
- **Holds shape through the years**—all-one-piece, nothing to sag, snag or break down
- **The sleep that's 3-layers deep**—gentle AIRFOAM (1) is next to you, the springs down where they belong—resilient layer (2), firm layer (3), in the Englander RED-LINE foundation!

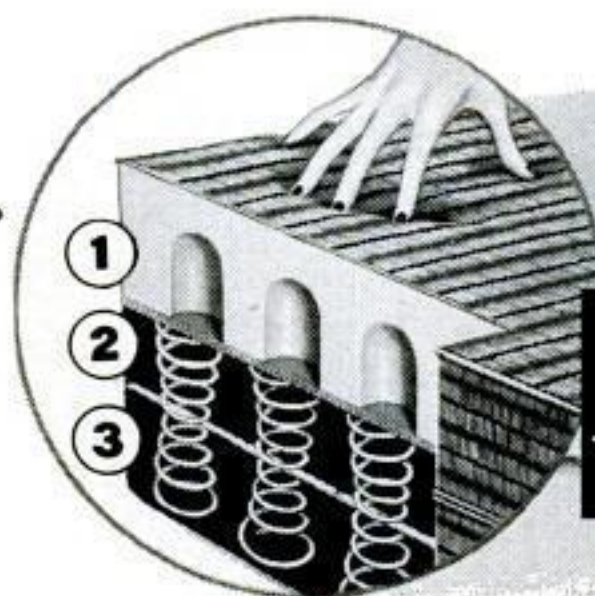
Available only at the good stores featuring Englander sleep products.

*Airfoam*  
MADE ONLY BY

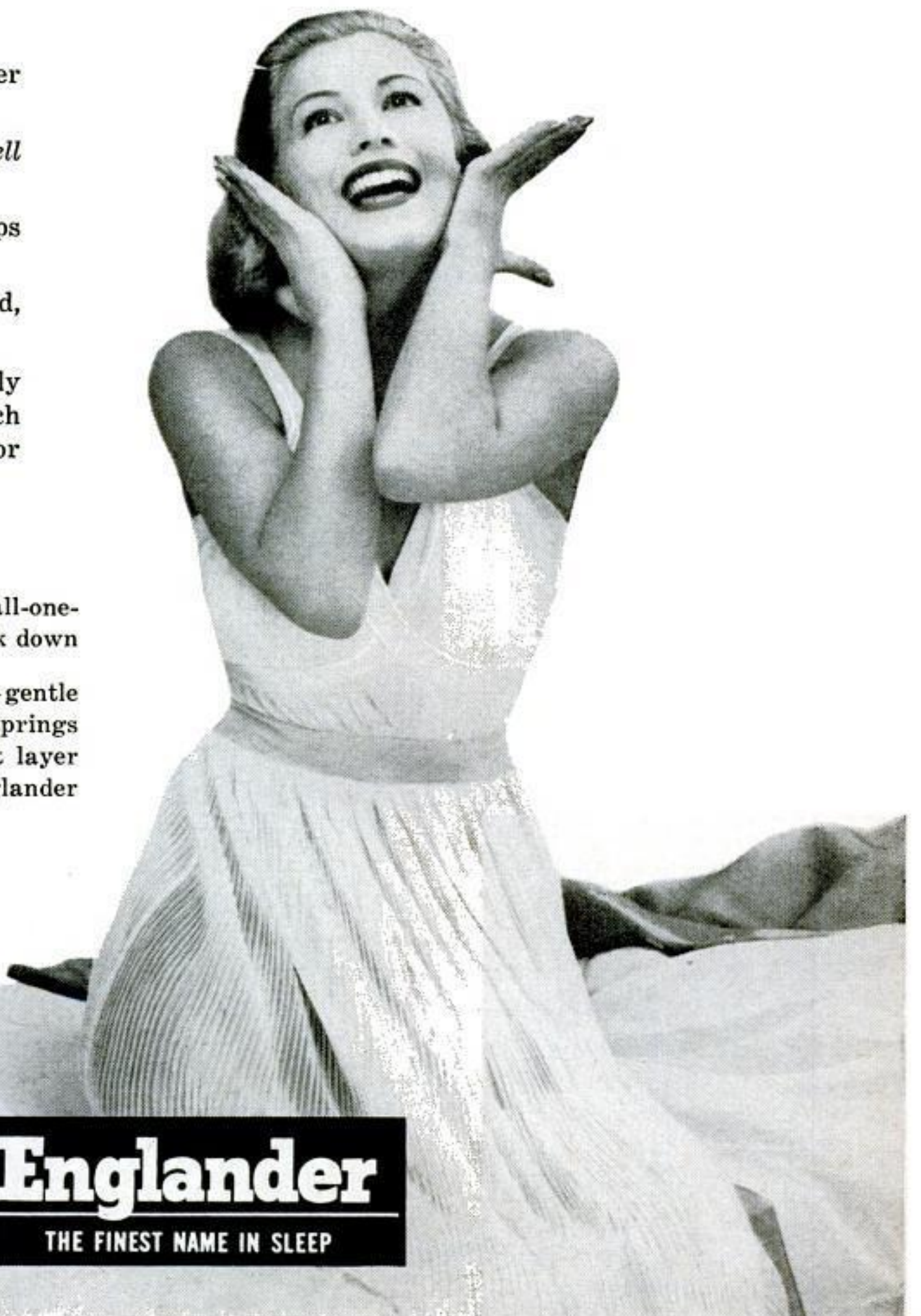
**GOOD YEAR**

THE WORLD'S FINEST, MOST MODERN CUSHIONING

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio  
Red-Line—T. M. The Englander Company, Inc., Chicago



**Englander**  
THE FINEST NAME IN SLEEP





The high cost of shipping  
filled Harry with dread  
He knew that the boss  
would be out for his head



Harry uses his head now...  
he's crowned with success  
He calls economical  
**RAILWAY EXPRESS**

# The big difference is



**safe, swift, sure**



It's easy, though, when you ship by Railway Express! And why? Because one *fixed* charge is all you ever pay. You get complete service that is swift and dependable, plus domestic coverage no other company can match. What's more, you can speed shipments to and from almost anywhere in the world, via Railway Express' new *World Thruway Service*.

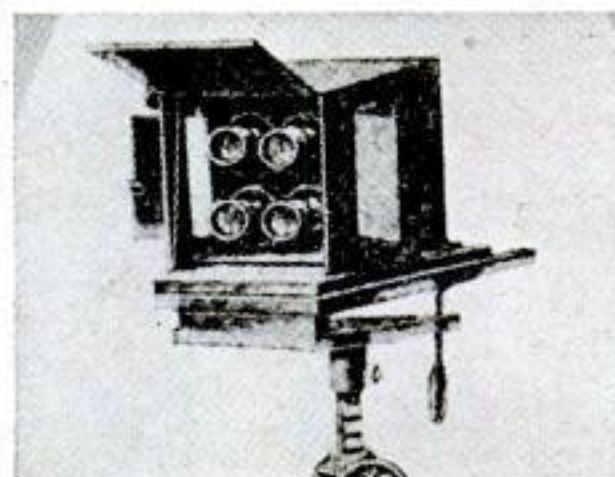
## LETTERS TO THE EDITORS

-CONTINUED

a mistake using a single-lens camera for portraits. Brady did not use a single-lens camera for the Lincoln photo reproduced in LIFE. With almost all his photos of Lincoln he used a multi-lens camera, not the single lens used by Mr. Clark.

LLOYD OSTENDORF

Dayton, Ohio



#### FOUR-LENS CAMERA

● There is no proof that Brady used a four-lens camera (*above*) in shooting the Lincoln picture LIFE reproduced. Four-lens cameras gave photographers greater picture production, permitting four exposures on each plate and increasing the production of prints. Brady had single, double and four-lens cameras, but for outside work he usually shot pictures with the single-lens camera Photographer Clark used for the story.—ED.

## A POET'S PILGRIMAGE

Sirs:

Your photograph of Poet Robert Frost ("A Poet's Pilgrimage," LIFE, Sept. 23) in an athletic pose on page 112 recalls an incident on the stage at Allegheny College in the early '20s where Frost was reading his poems to a large audience.

In the midst of proceedings a commotion in the crowd caught his attention. The cause of the squealing was a cruising bat. Mr. Frost stopped reading, stepped into an anteroom, and then returned brandishing a broom. On the bat's next pass over the stage Frost swung and missed. (Cheers.) Second time round he swung again and connected. (Wild cheers.) End of bat. With true New England tidiness, Frost carefully replaced the broom, walked sedately back to the podium, and—when the applause ceased—resumed his reading.

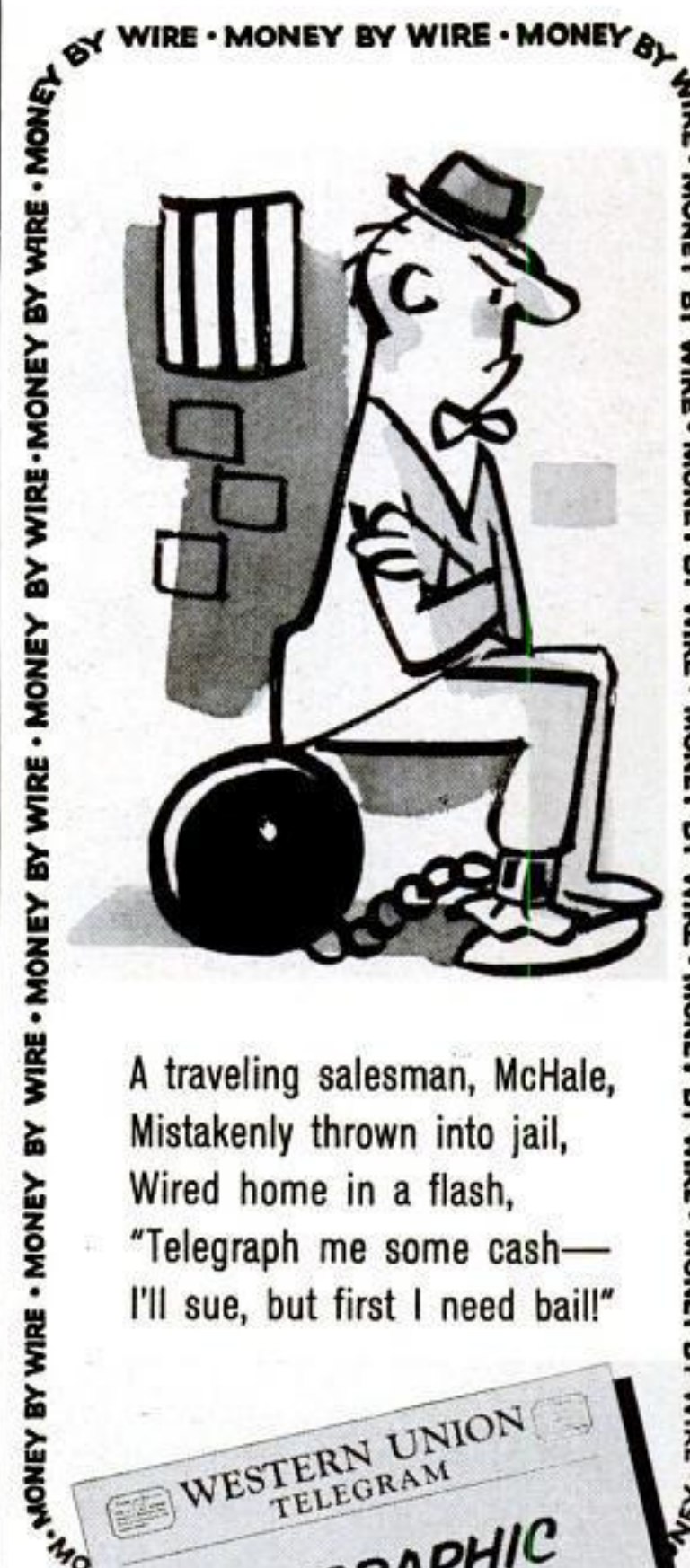
T. H. MACKINTOSH

Elon College, N.C.

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A traveling salesman, McHale,  
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"Telegraph me some cash—  
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Airline Pilot Tells How!**



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### 2-Speed Agitation and Spin Dry

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### 3 automatic cycles for the cleanest all-fabric washes ever!

The 1958 Kenmore has a special cycle for your wash'n wear clothes that means "wrinkle-free as clothes can be" results with automatic washing, rinsing, and spin drying. You can also select any water level, dial in any of five water temperatures, choose cold or warm rinse and take your choice of two agitator and two spin speeds! So simple, so safe for all fabrics, so guess-proof, because the

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Prices may vary in some areas

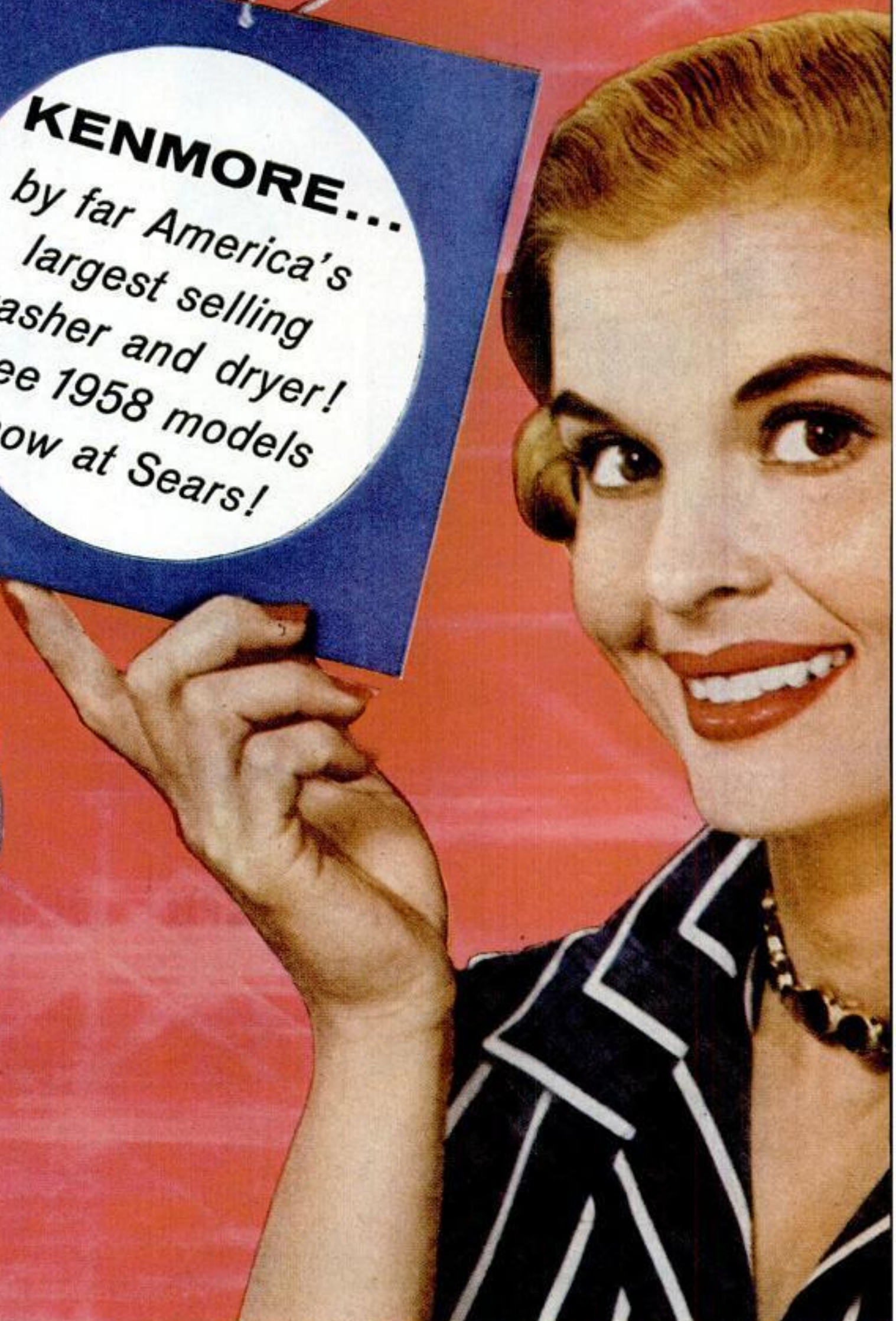
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### \$10 down buys both washer and dryer on Sears Easy Payment Plan

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# FIRST TO BRING YOU IN WASHER AND DRYER!



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## and now for Wash 'n Wear, too!



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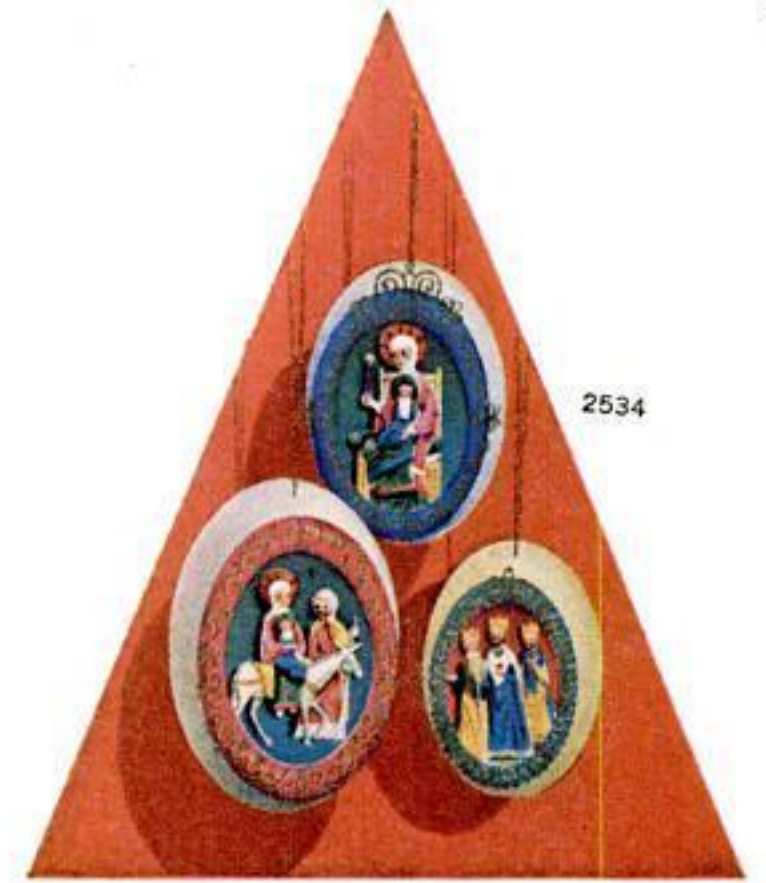
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## How we retired in 15 years with \$300 a month

"Here we are, living in Southern Cali-  
fornia. We've a little house just a few  
minutes' walk from the beach, with  
flowers and sunshine all year. For,  
you see, I've retired. We're getting a  
check for \$300 a month that will keep  
us financially independent as long as  
we live.

"But if it weren't for that \$300, we'd  
still be living in Forest Hills, and I'd  
still be plugging away at the same old  
job. Strangely, it's all thanks to some-  
thing that happened, quite acciden-  
tally, in 1941. It was August 17, to  
be exact. I remember the date because  
it was my fortieth birthday.

"To celebrate, Peg and I were go-  
ing out to the movies. While she went  
upstairs to dress, I picked up a maga-  
zine and leafed through it idly. Then  
somehow my eyes rested on an ad. It  
said, 'You don't have to be rich to  
retire.' Probably the reason I read it  
through was that just that evening  
Peg and I had been saying how hard  
it was for us to put anything aside  
for our future.

"Well, we'd certainly never be rich.  
We spent money as fast as it came in.  
And here I was forty already. Over  
half my working years were gone.  
Someday I might not be able to go on  
working so hard. What then?

"Now this ad sounded as if it might  
have the answer. It told of a way that  
a man of 40—with no big bank ac-

count, but just fifteen or twenty good  
earning years ahead—could get a guar-  
anteed income of \$300 a month. It  
was called the Phoenix Mutual Re-  
tirement Income Plan.

"The ad offered more information.  
*No harm in looking into it*, I said. When  
Peg came down, I was tearing a cor-  
ner off the page. First coupon in my  
life I ever clipped. I mailed it on our  
way to the movies.

"Fifteen years slide by mighty fast.  
Times changed... hard times came  
... the war. I couldn't foresee them.  
But my Phoenix Mutual Plan was  
one thing I never had to worry about!  
1956 came... I got my first Phoenix  
Mutual check—and *retired*. We sold  
the house and drove West. We're liv-  
ing a new kind of life. Best of all,  
we've security a rich family might  
envy. Our \$300 a month will keep  
coming as long as we live."

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This story is typical. Assuming you  
start at a young enough age, you can  
plan to have an income of \$20 to \$300  
a month or more—beginning at age  
55, 60, 65 or older. Send the coupon  
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Plan for Men ☐ Plan for Women ☐

Name.....

Date of Birth.....

Business Address.....

Home Address.....





HOFFA'S BEEFY BOOSTERS HOIST THEIR GRINNING CHAMPION DURING DEMONSTRATION WEARING HATS THAT SUDDENLY APPEARED BY THE HUNDREDS. THEY

## DEFYING CONGRESS, LABOR AND PUBLIC BIGGEST UNION TAKES GO-TO-HELL VOTE

A hard little man with the drive—and the scruples—of a 20-ton diesel prime mover last week crushed his way to control of the most powerful union in U.S. labor. James Riddle Hoffa, 44, was elected president by the 17th convention of the International Brotherhood of Teamsters, getting 1,208 of the delegates' 1,661 votes. The election was a noisy circus of go-to-hell defiance. By it, Hoffa and Teamster delegates thumbed their noses at the forces of public opinion, the U.S. Senate, the A.F.L.-C.I.O. and an agonized reform movement inside their own union.

In seating Hoffa the Teamsters coldly and unceremoniously dumped

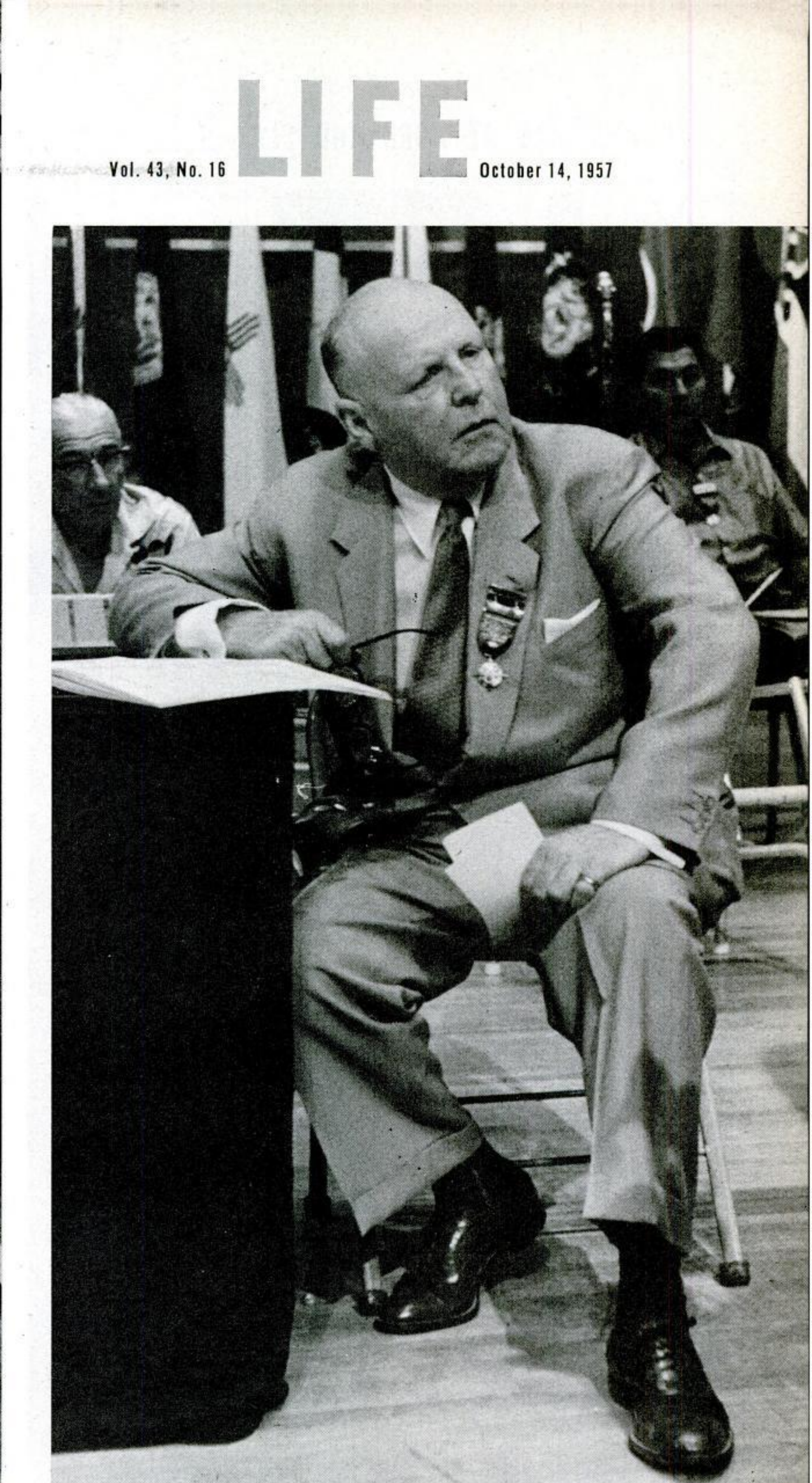
## JIMMY HOFFA'S

their old kingpin, the aged and corruption-tainted Dave Beck. Hoffa, who called all the shots, even refused his former boss the last perquisite he asked: the title of president emeritus and the unlimited expense account that went with it. Driving for supreme power, Hoffa was himself too driven to afford any sentimental gestures. Even as he triumphed, Hoffa faced trial in federal court (starting Oct. 15) on charges of tapping the phones of officials in his own Detroit union satrapy. On the same day he is to be arraigned for perjuring himself before a federal grand jury investigating wire-tapping. He stands accused by the powerful Ethical Practices





HOLD HIM ALOFT NEAR A.F.L.-C.I.O. EMBLEM THE TEAMSTERS MAY SOON LOSE



DEFLATED BOSS BECK GLUMLY SERVES LAST TIME AS HEAD OF CONVENTION

# MUSCLES RULE THE TEAMSTERS

Committee of the A.F.L.-C.I.O. of: 1) using union money and power for personal profit to the injury of members, 2) improper manipulation of union health and welfare funds, 3) associating with and promoting the interests of notorious labor racketeers, particularly John (Johnny Dio) Dioguardi, a New York hoodlum.

At the convention Hoffa rode down the charges with such self-confident contempt that he himself ordered a full, 2½-hour-long reading of the 68-page A.F.L.-C.I.O. indictment. The delegates howled it down and ordered it expunged from the record, knowing, as they did so, that electing Hoffa

will bring almost certain expulsion from the big federation. Hoffa smugly remarked he was glad the convention had had the chance "to tell the A.F.L.-C.I.O. to go to hell."

Though Hoffa's triumph may have been a sickening surprise to the nation, it was no surprise to insiders. Hoffa's forces had already shown themselves efficiently capable of putting down rank-and-file opposition inside the union's 892 locals. Behind his triumph on the convention floor lay years of shrewd consolidation of power (pp. 30-31) and, even more, the craft of a master in manipulating the convention itself (pp. 32-33).



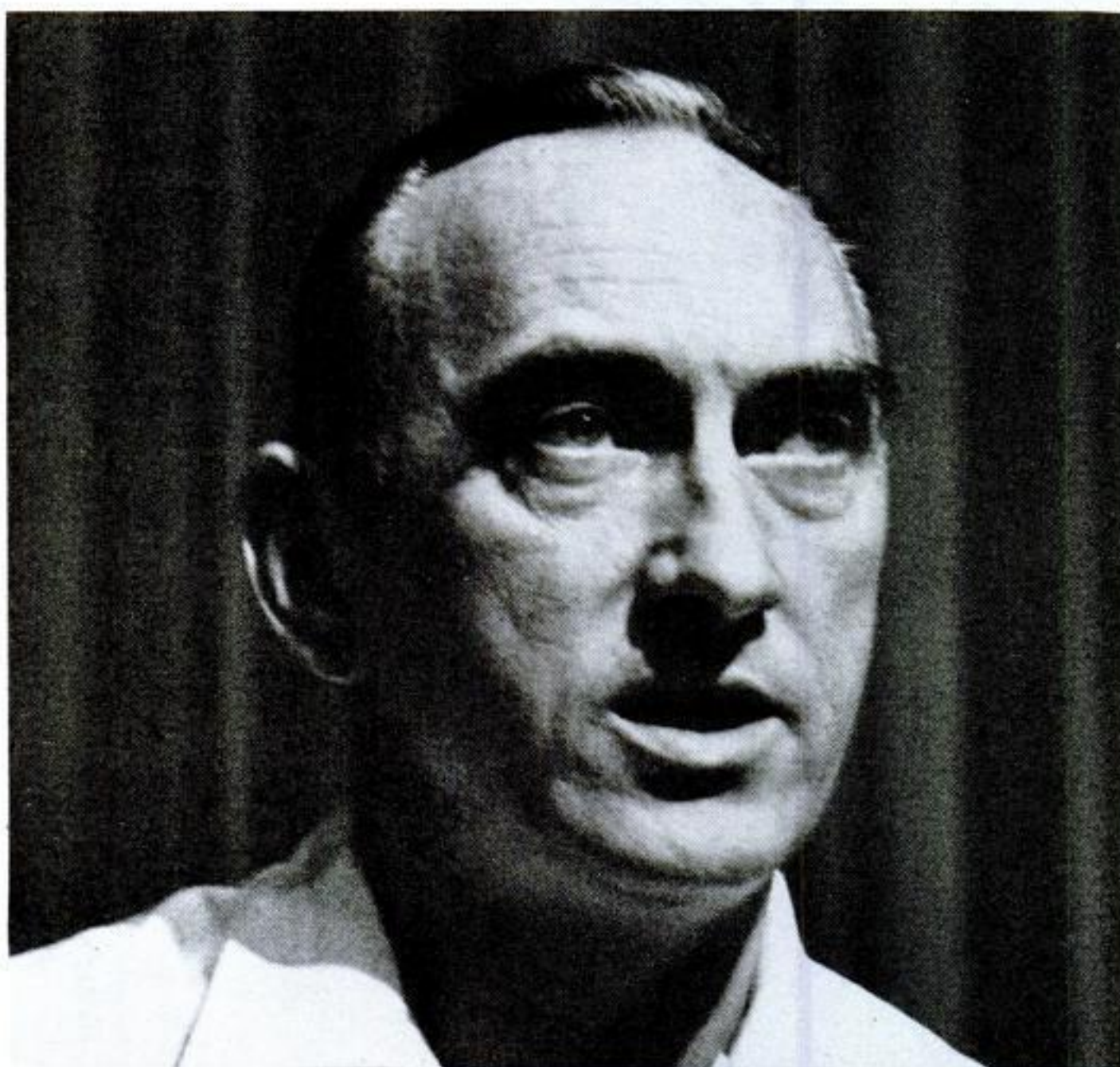
## FAMILY MAN AT WORK AND PLAY



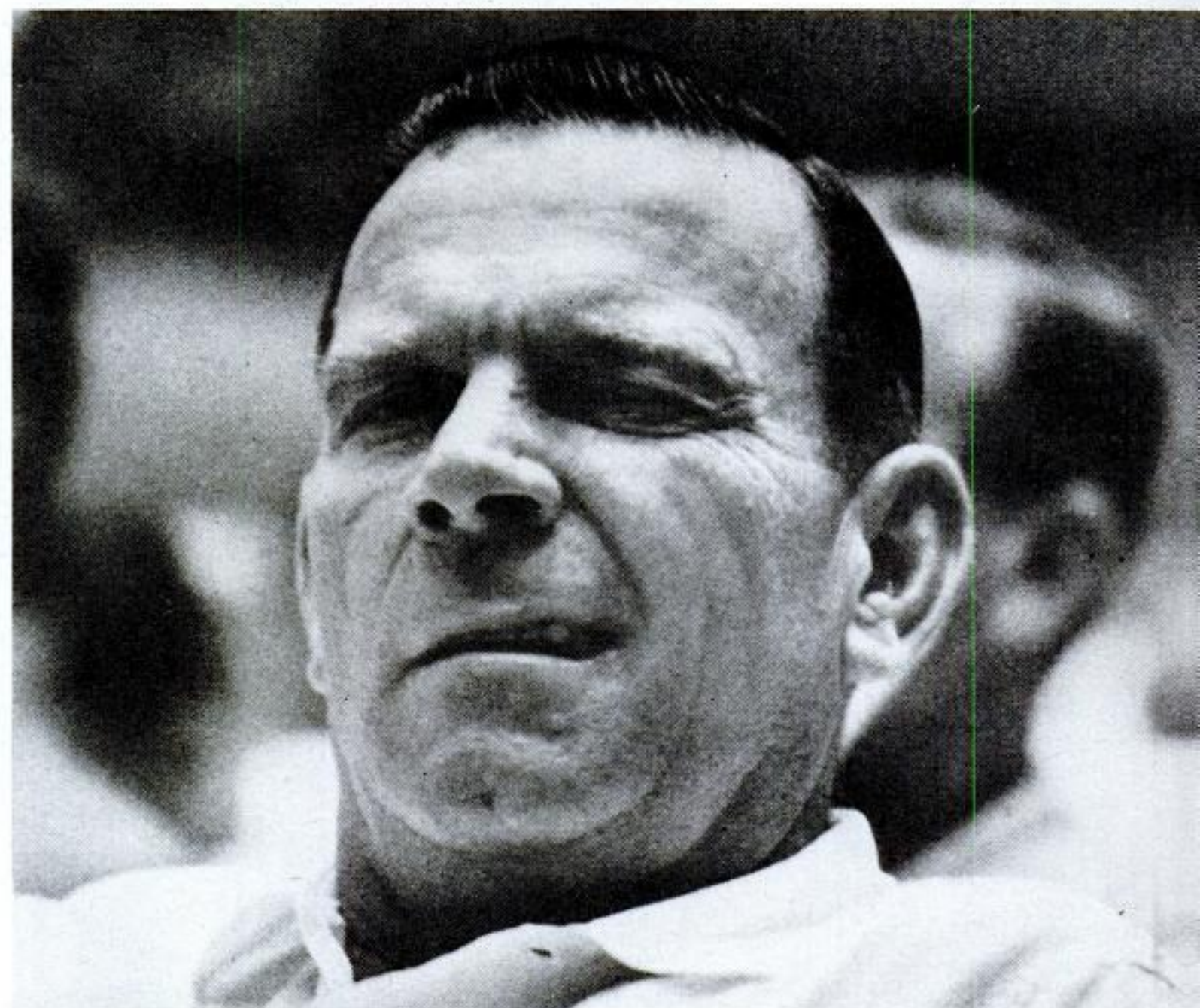
**AT HOME IN DETROIT**, hard-working Jimmy Hoffa is escorted out to his car by his children, Barbara Ann, a student at Albion College, and James, a high school sophomore, as they see him off to office on a Saturday—holiday for others. There



(center) he goes over Teamster welfare records, whose funds he has been accused of misusing. At the right he pauses during a dance with his wife Josephine to accept greeting of woman guest at wedding reception for a relative of his family.



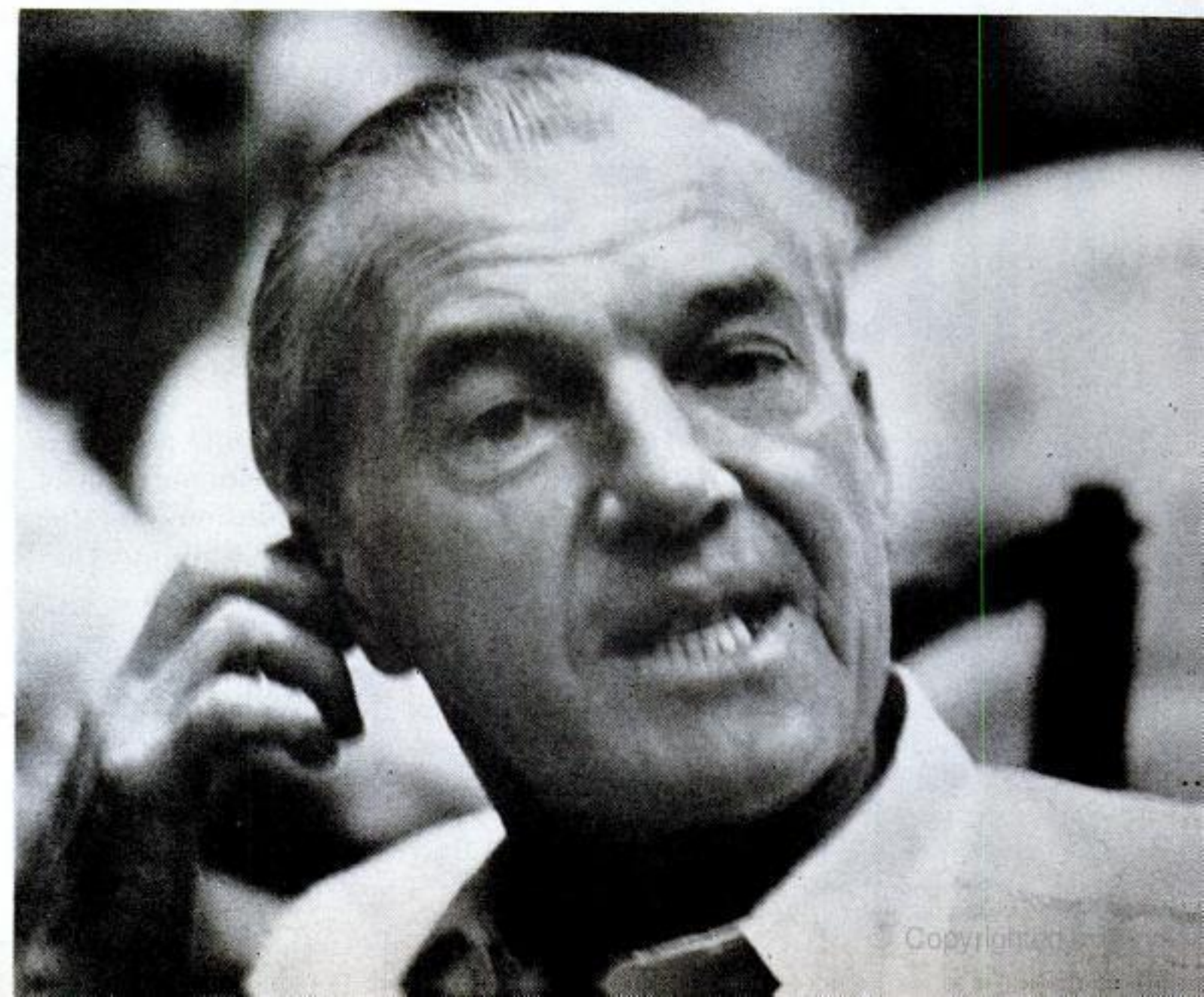
**HAROLD J. GIBBONS**, 47, is secretary-treasurer of Teamsters' Central Conference, a St. Louis power. Called union's "egghead," he was Hoffa's real No. 2-man in Miami Beach but, by some, is considered a formidable future rival for power.



**OWEN BERT BRENNAN**, 53, head of Detroit Local 337, helped Hoffa to get his start in Detroit 20 years ago. He and Hoffa share Detroit offices. Their wives were associated in business transactions which were exposed by McClellan committee.

**ROY WILLIAMS**, 42, farm boy in unionism for 20 years, heads Kansas-Missouri Joint Council 56 which has 33,000 Teamster members. At Miami Beach he was the chairman of credentials committee, screened challenged delegates for seating.

**JOHN O'ROURKE**, 57, brick hauler at 14, has been a union worker for 43 years. A friend of Hoffa, as well as of racketeer Johnny Dio, O'Rourke is the president of the New York Joint Council and ranks as Hoffa's chief New York henchman.





# A POWERFUL GROUP OF HOFFA MEN HELP HIM RUN UNION

In private life Jimmy Hoffa has lived within a modest and moral framework apparently genuine. He is a devoted family man—his wife Josephine was a laundry worker whom he met on a picket line in 1936. He is the proud father of Barbara Ann, 19, and James Philip, 16. The McClellan committee turned up evidence that Hoffa took part in questionable business enterprises and used his position to further his wife's prosperity. But money, for its own sake, apparently means little to him. He lives in a modest brick house which cost him \$6,800 in 1939. His only visible splurge into luxury—and that far from ostentatious—is the summer home he bought for \$6,000 ten years ago. He neither smokes nor drinks, not even coffee. "He has the highest moral standards of anyone," one Teamster lieutenant says unctuously.

But in Teamster affairs the modesty and morality are not in evidence. Here Hoffa brooks no opposition and is deft or savage as the situation demands. A hard worker—16 hours a day seven days a week—he is tireless in promoting support and power for Hoffa. But a great factor in that power—as many a teamster and even employer will admit—is that he works just as hard for what teamsters conceive to be their interests. "Jimmy knows truck drivers. He speaks their language, and he knows

they don't give a damn about anything but another nickel in the pay envelope," says one admiring henchman.

Ambitious Jimmy began getting a grip on power as early as 1940 when he wangled a place as Teamster negotiating chairman for 12 central states. Then he made alliance with Dave Beck, boss of the West Coast Teamsters. Between them in 1952 they eased out the Teamsters' aging president, Dan Tobin. By then Hoffa had cornered trusteeship over 16 locals of his own, giving him such power in the central states that he could grab toward the South. The employers, he said, "had to send their trucks up north, didn't they? I told the boys not to unload 'em—and they came around all right." From the South, Hoffa's tentacles stretched east where he made use of Racketeer Dio and Dio's "paper" locals to get control of the important New York Teamsters Joint Council.

Along his Machiavellian way, Jimmy Hoffa has built an inner guard of powerful allies whom he apparently trusts and is trusted by because their futures depend on him. These men, some of whom are portrayed below, will now consolidate the Hoffa power. Of the 13 new vice presidents elected at Miami Beach a majority are Hoffa henchmen, tried in labor wars and some tied to Jimmy by deals criticized by the McClellan committee.



**JOHN (SANDY) O'BRIEN**, 61, ex-pugilist and railroader, is secretary-treasurer of Chicago's powerful Local 710. He turned back on two fellow Chicagoans who opposed Hoffa and cast his lot with Jimmy, who retained him as a vice president.

**BOBBY HOLMES** is Hoffa's oldest buddy in the union. They worked docks together as teen-agers and belong to same local, Detroit 299. Of Hoffa pals shown here, Holmes, Williams and Presser are not vice presidents. The five others are.



**BILL PRESSER**, who weighs 280 pounds, is the chairman of the Ohio Teamster Conference and the president of the Cleveland Joint Council. A Hoffa intimate for a dozen years, he has been involved with Jimmy in vending-machine deals.

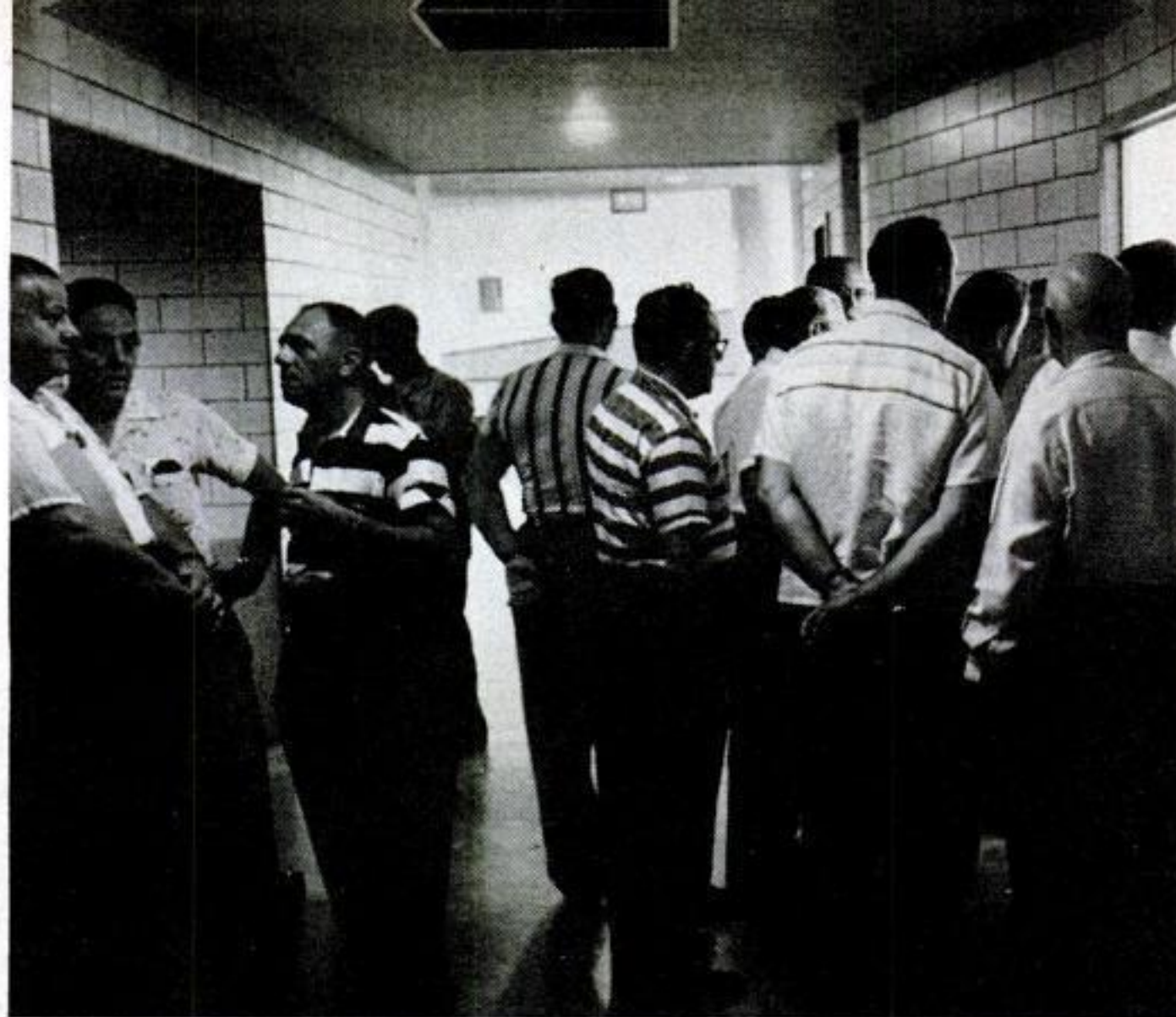
**MURRAY (DUSTY) MILLER**, 42, organizer of Southern Conference of Teamsters, joined Hoffa five years ago. Indiana native, Miller got start as Teamster organizer after losing job during Depression, took over Texas after World War II.



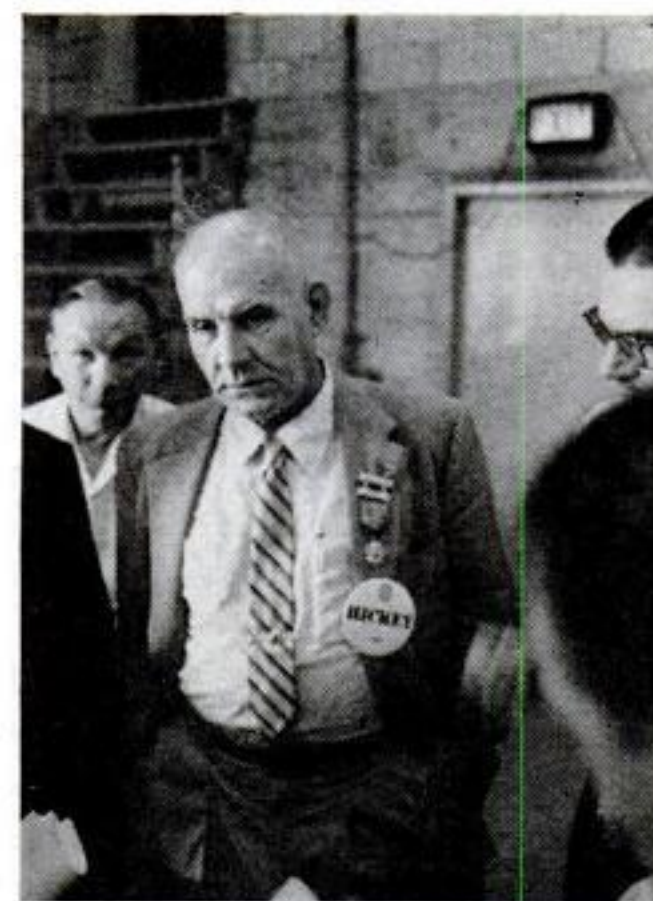




**CHICAGO REBELS.** Tom Haggerty (right), Bill Lee discuss challenged delegates. Haggerty vote, 140; Lee, 313.



**WAITING IT OUT,** casually clad delegates mill around in the convention hall corridor waiting for committee to examine their credentials. The method of choosing the delegates was challenged in court by a minority group which lost case.



**NEW YORK REBEL,** Tom Hickey, hands in pockets, quits presidential race; throws support to Chicago's Lee.



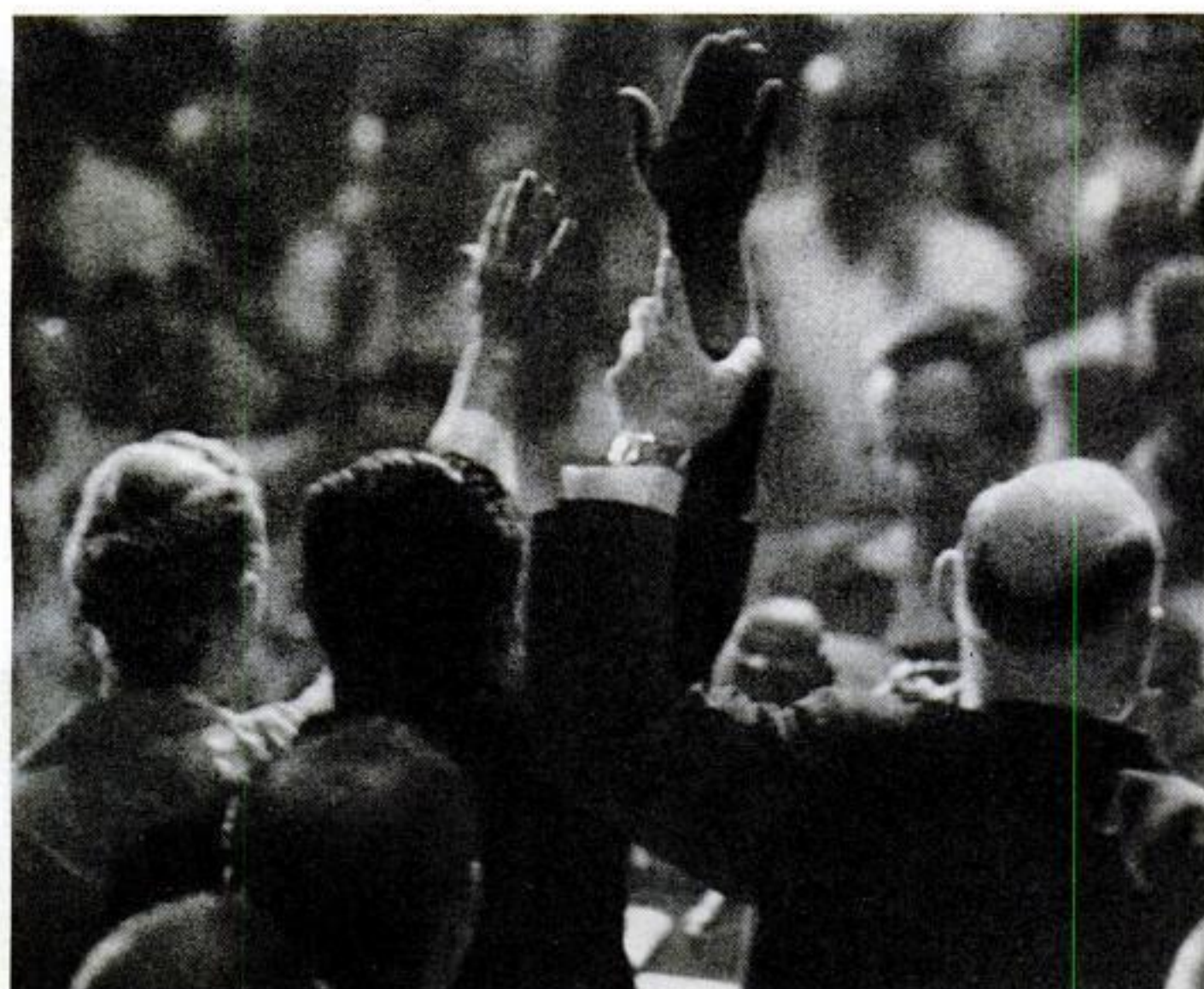
**THE HOFFA CAPER** sends a pair of sport-shirted adherents into a bowlegged waltz during a convention demonstration. Such outbursts of Hoffa enthusiasm developed frequently when the chairman announced a pause in the proceedings.

## HIS MACHINE DOES A JOB

There were charges before and during the Miami Beach show that the convention was rigged, packed with unconstitutional Hoffa delegates. Actually the Miami Beach delegates, for the most part, were chosen as they always have been: by officials of the locals with the acquiescence of the rank and file who abdicate responsibility either through cynical conviction of helplessness or, very often, a genuine indifference to bossism so long as wages and hours contracts are satisfactory. Hoffa's genius lay, first, in the spadework by which he had won local bosses to his side long before, and second in the masterly skill with which he directed a convention already overwhelmingly predisposed in his favor.

Confident of control, he could easily afford the luxury of letting the credentials committee disqualify some 139 delegates. Shaping the future to his wish, he rammed through a series of constitutional amendments centralizing power in the hands of men he controls. Even Mrs. Hoffa pitched in for her husband's machine, leading counter demonstrations to outshout Hoffa opponents. A last masterly stroke was Beck's "voluntary" offer to relinquish his office early, so that Hoffa could take over as president on the day of his forthcoming arraignment, Oct. 15.

Here was a superb political craftsman at work in the hour of his greatest triumph and in the shadow of his greatest trial. Hoffa's triumph at the convention was a foregone conclusion. But as he faced the wrath of the A.F.L.-C.I.O., more probing by the Senate committee (which subpoenaed the convention credential records) and proceedings in the courts, the tough teamster had little assurance that things would always go his way.



**HAND OF HOFFA** is raised high in victory by Dave Beck, who thus performs a farewell service for his successor as presidential roll call ends in landslide victory. Mrs. Josephine Hoffa stands beside her husband before cheering delegates.

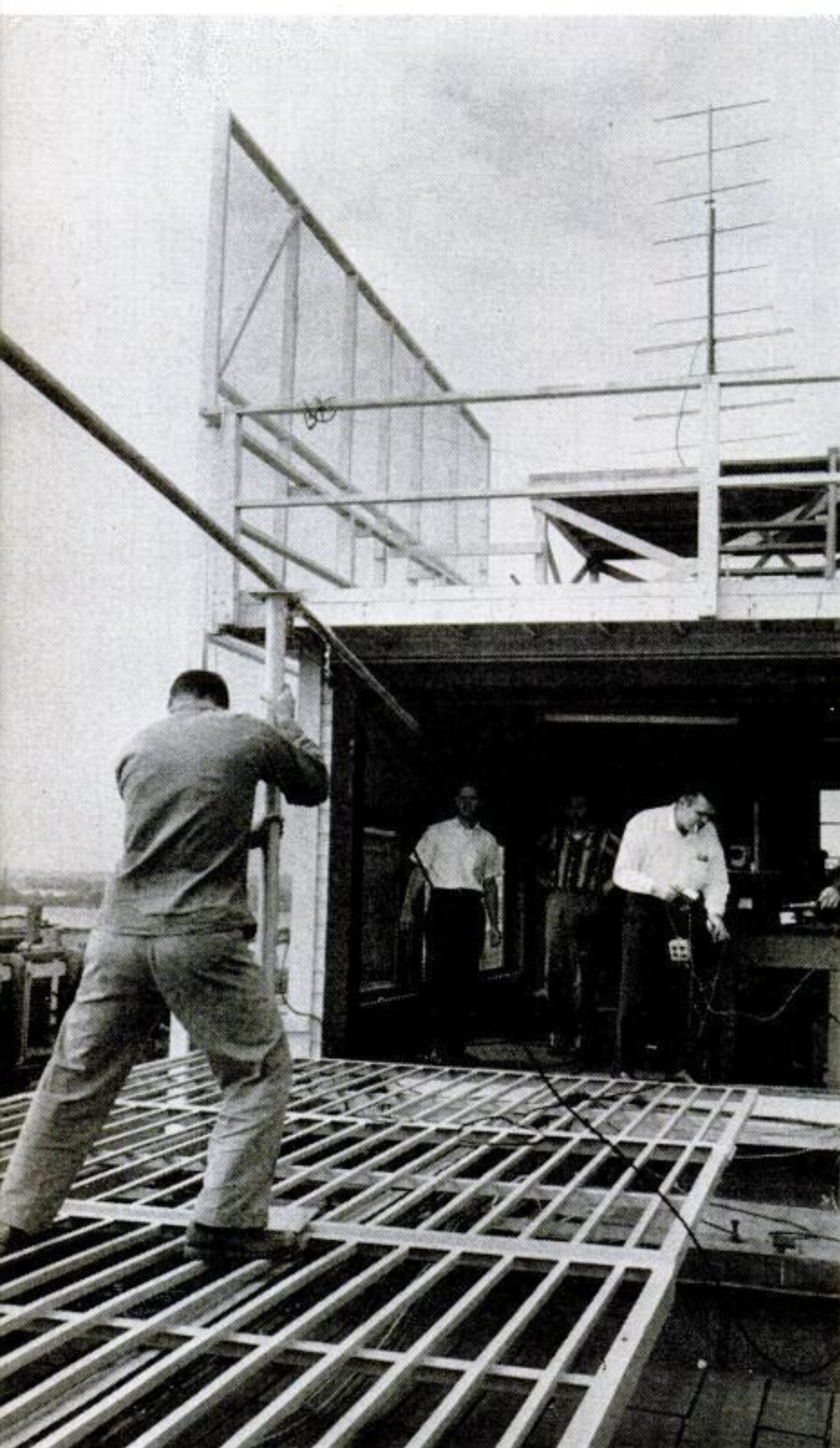




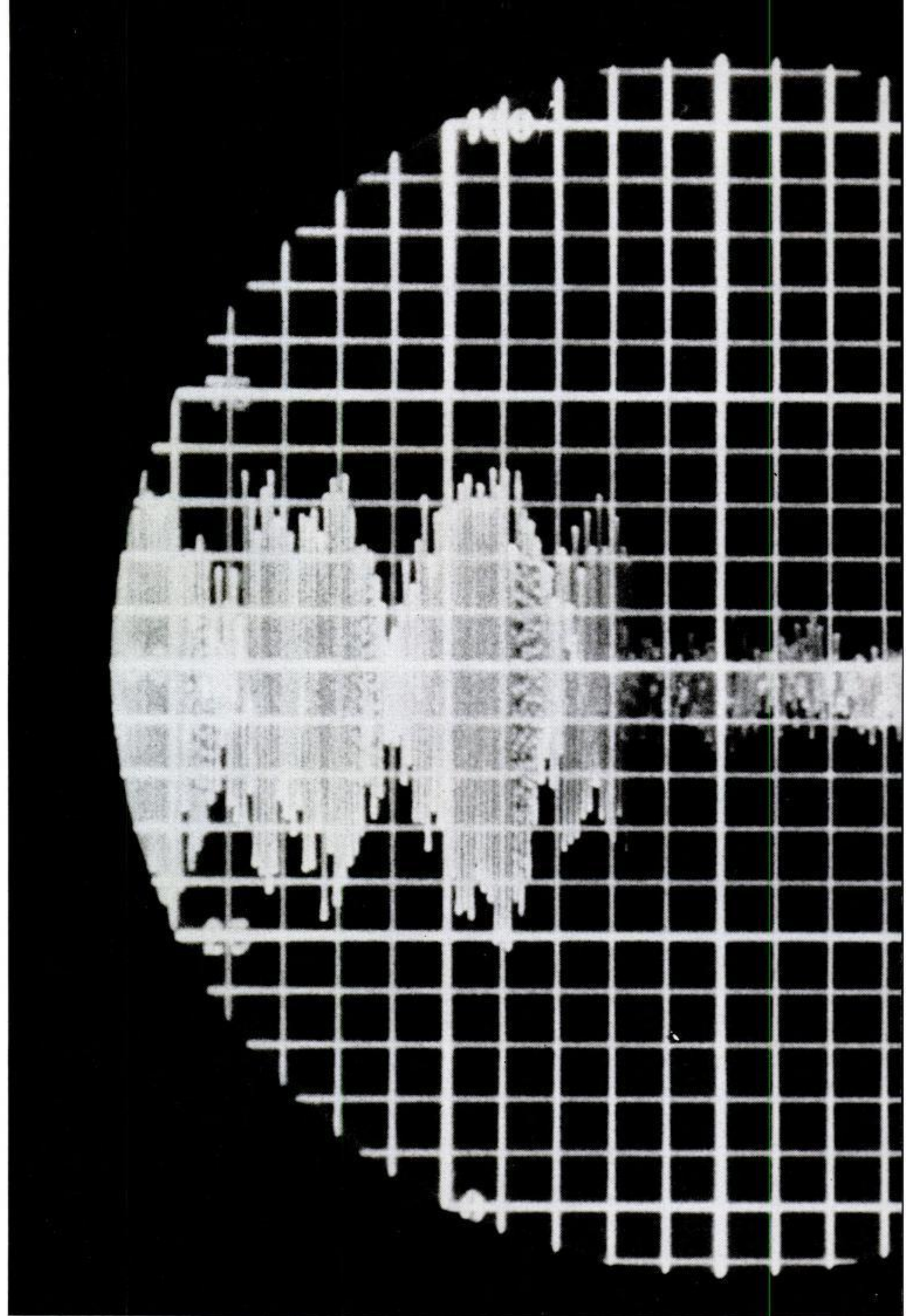




**RECORDING SIGNALS** at an RCA office in New York, Joseph Unger checks machine used to translate radio sounds into lines on a long roll of paper.



**TO PICK UP SIGNALS**, technicians at the Office of Naval Research lab in Washington realign a radio antenna so it will follow satellite through its orbit.



SATELLITE SIGNALS APPEAR AS JAGGED GROUPS OF LONG LINES ON RCA OSCILLOSCOPE WHICH RECEIVED

## SOVIET SATELLITE SENDS U.S.

An eerie, intermittent croak—it sounded like a cricket with a cold—was picked up by radio receivers around the world last week. It came from beyond the stratosphere and signaled an epochal breakthrough into the new age of space exploration. It was being emitted—to the delight of Communists and chagrin of U.S. military men—by a Soviet device which had been shot from the earth as a manmade moon, the first artificial satellite in history.

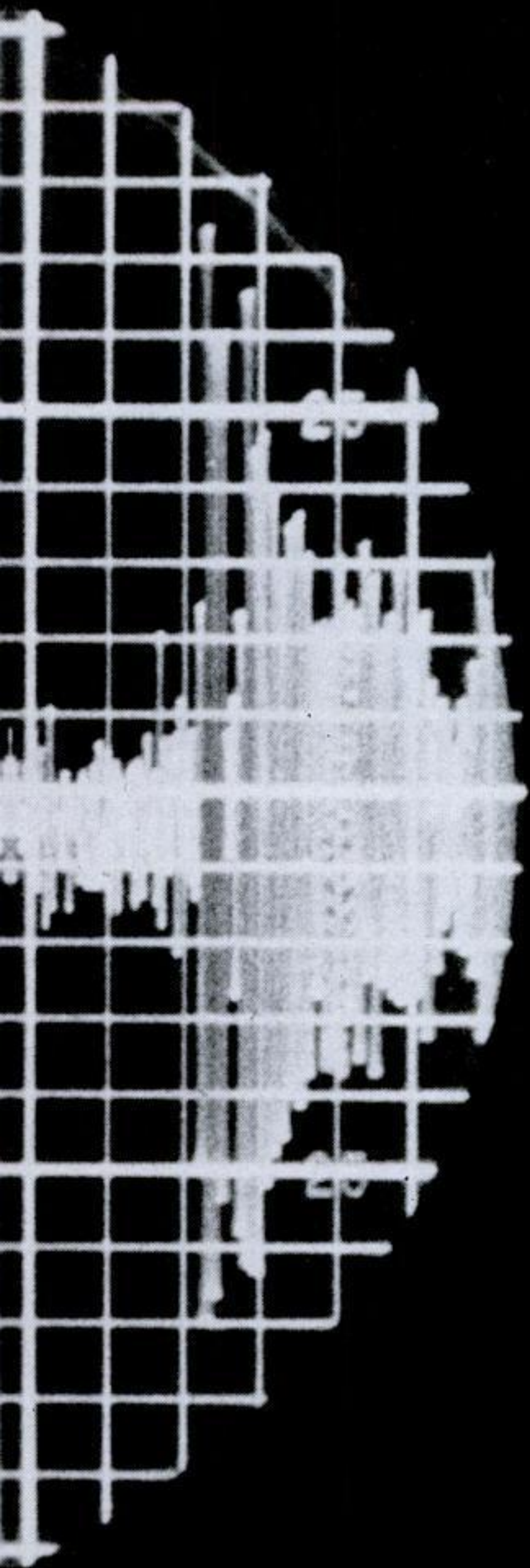
The Russians had hurled a 23-inch metal sphere into an orbit around the earth some 560 miles up, and at a speed of 18,000 mph it was completing one circuit every hour and 36 minutes. It weighed 184 pounds, eight times as much as the Vanguard satellite the U.S. is still struggling to launch (LIFE, June 3). Inside it were batteries and a radio trans-

mitter broadcasting on 20 and 40 megacycles.

Within hours radio operators in the U.S., Japan, Canada and Great Britain began to pick up the satellite's telltale sounds on prescribed frequencies. Although 76 groups of amateur U.S. "Moonwatchers" rushed to their posts last Saturday before dawn, they failed to make any sure sightings. This was explained when scientists computed the satellite's apparent orbit from its radio signals. The satellite, while regularly crossing all parts of the earth north of Cape Horn and south of Nome, Alaska, will not be above the U.S. at dawn or dusk until late October—and at no other time of day, thanks to the blotting-out effect of the sun, can it be seen anywhere.

For the Russians the launching was both a propaganda and a scientific victory. Variations





FIRST SIGNALS IN U.S. SHORTER LINES ARE STATIC

## INTO A TIZZY

in the signals indicated that the satellite was sending data about the upper air which only the Russians could decipher. And, ominously, the launching seemed to prove that Russia's intercontinental ballistic missile is a perfected machine, since it would take such a rocket to launch the satellite.

U.S. rocket men were stunned. All week they had been attending a satellite symposium in Washington along with Russian scientists who had given no hint of the impending launching. They gamely congratulated the jubilant Russians (p. 36) but privately criticized them for not facilitating the tracking of their moon. And they could not deny the assertion of one Muscovite that "Americans design better automobile tailfins but we design the best intercontinental ballistic missiles and earth satellites."



**CALCULATING ORBITS**, Dr. Fred Whipple (*at right*), head of U.S. satellite optical tracking, and assistant, Dr. Allen Hynek (*with beard*), plot course

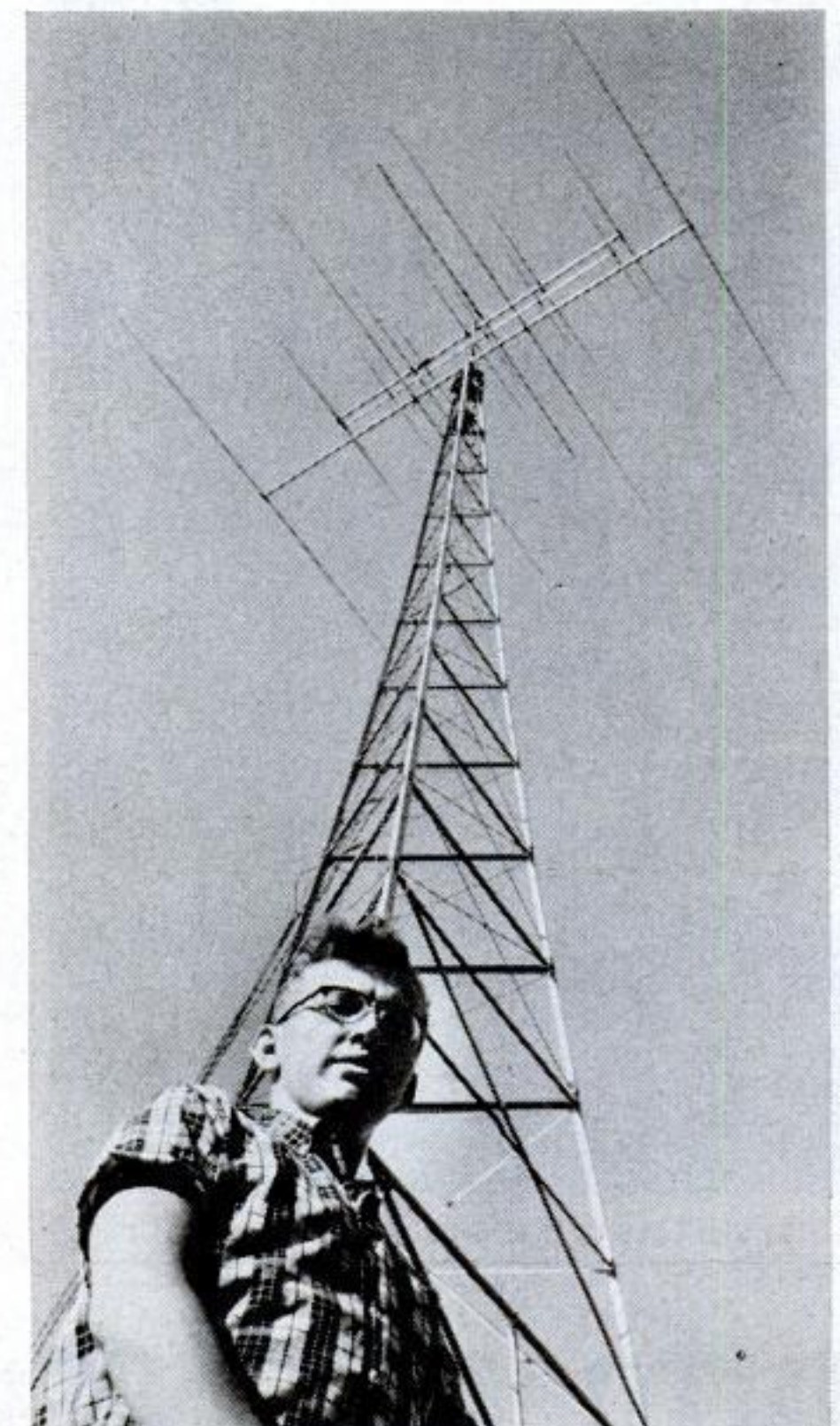
at Smithsonian Astrophysical lab. U.S. telescopes and radio receivers were set up along planned orbit of U.S. moon, but Russians used different one.



# MOON VIEWERS, HAMS AND SMUG RUSSIANS



**LISTENING TO SATELLITE** in Elm Grove, Wis., ham radio operator Dick Oberholtzer and wife hear sharp "beeps" every second on 20.005 megacycles.



**RADIO ANTENNA** of 17-year-old Jules Madey in Clark, N.J. picked up two types of signals from satellite in first five hours after Soviet announcement.



**TOASTING THEIR MOON**, Russian satellite experts S. M. Poloskov, A. A. Blagonravov and A. M. Kasatskin lift glasses at their Washington embassy.

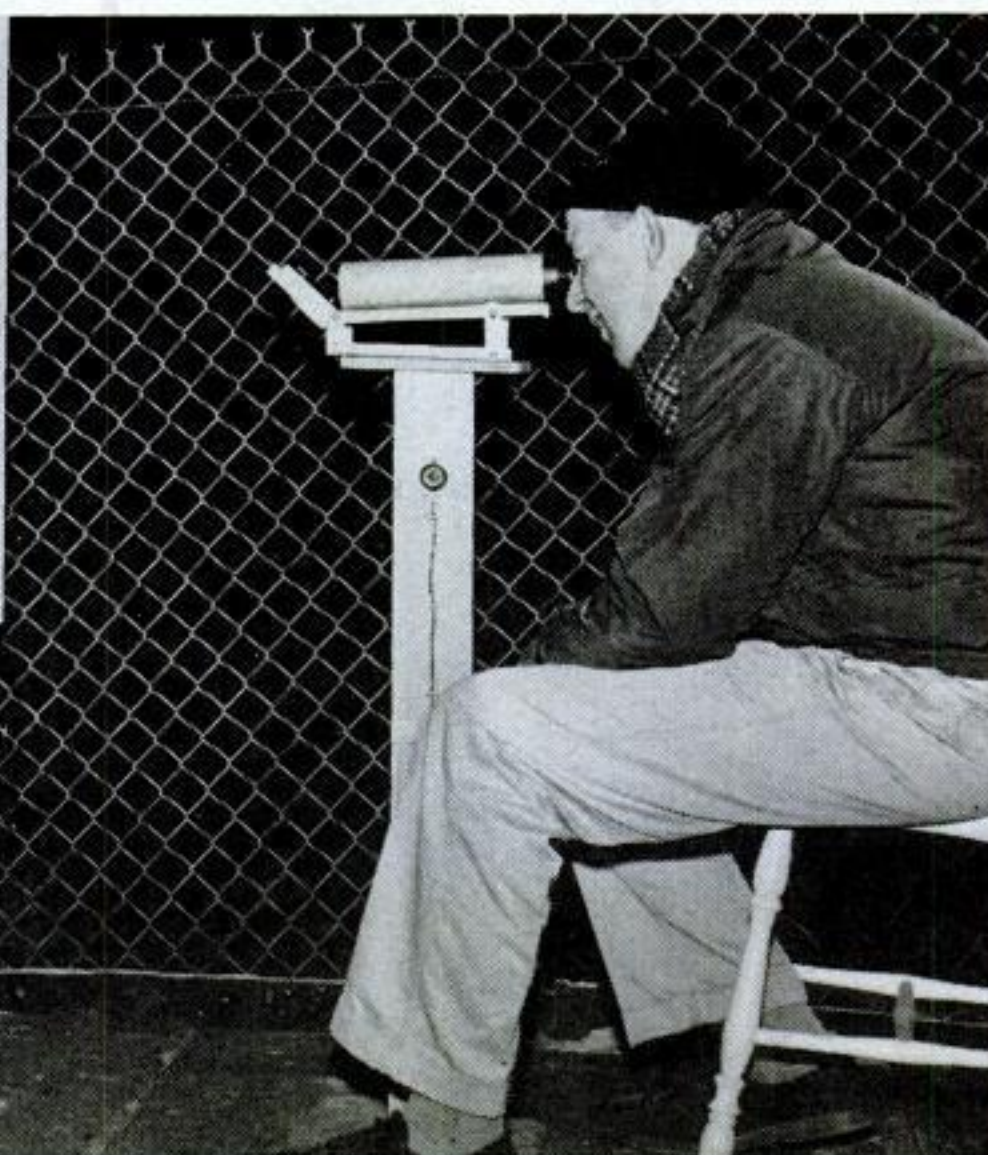


**SEARCHING FOR SATELLITE** at dawn following Russian announcement, astronomers at Springfield, Va. gaze into row of telescope mirrors that reflect

consecutive segments of sky above. T-shaped pipe marks line of the earth's meridian. The first U.S. Moonwatchers officially alerted, they saw nothing.

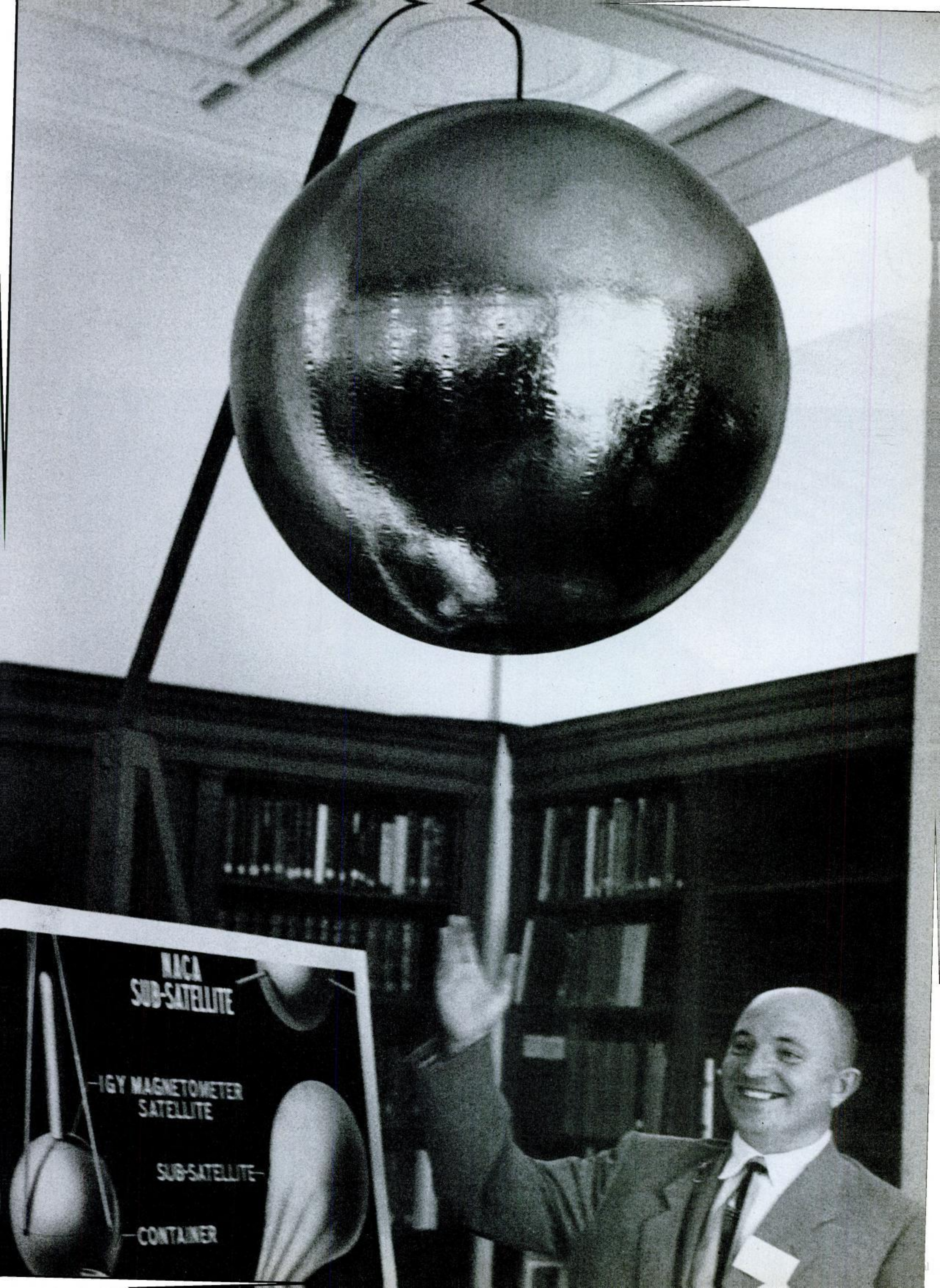


**TRACKING AN OBJECT** on evening after satellite announcement, Moonwatchers Eugene Enyart and Paul Nemecek peer through telescopes in Whittier,



Calif. They saw a small moving light, but experts say it could not have been Russian moon, which on its present orbit was not then visible in the U.S.





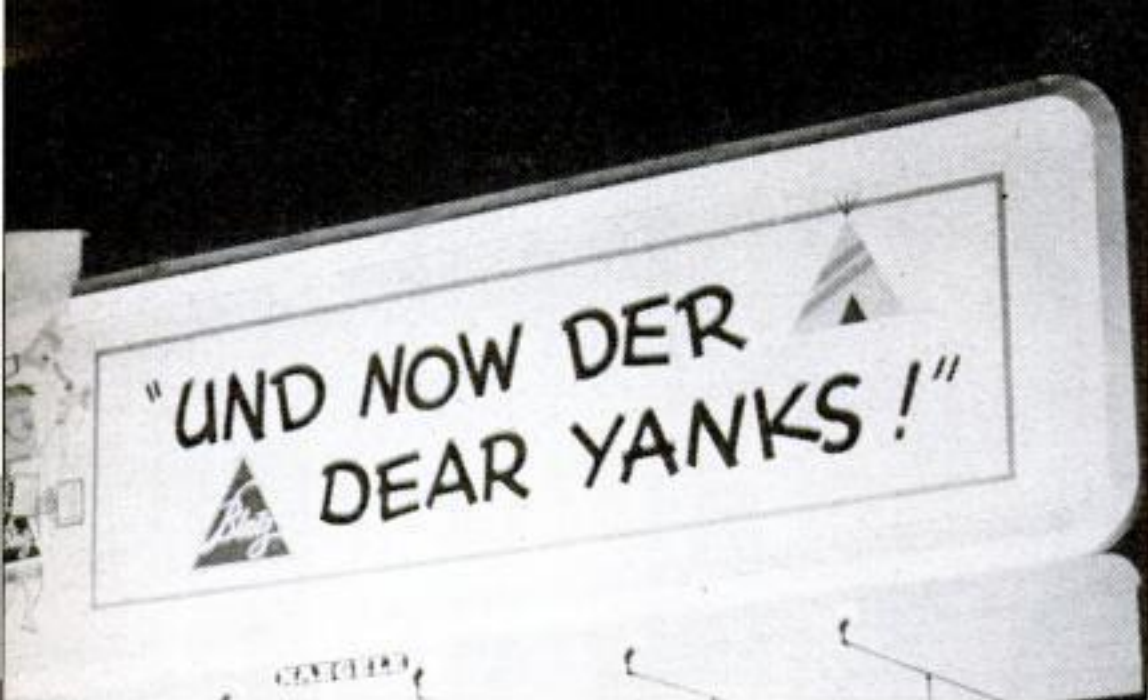
NACA  
SUB-SATELLITE

IGY MAGNETOMETER  
SATELLITE

SUB-SATELLITE

CONTAINER





# THE SERIES SENDS MILWAUKEE ON A WILD BASEBALL BENDER

The mere fact that the Milwaukee Braves finally got into the World Series—after four years of near misses—thrilled Milwaukee more than anything since the discovery of hops. All week, on streets decorated with signs like the one above, Milwaukee fans engaged in a bizarre sort of baseball Mardi Gras celebration. And because of the monotonous invincibility of the Yankees (playing in their 23rd Series) almost everybody, even in New York, was rooting for the

underdog Braves as vigorously as Milwaukee.

The festivities began with an official parade (*cover*) as the team was given a send-off to New York for the first two games and continued with impromptu demonstrations and beer parties as the city dug in to watch the play on TV. Business and schools stopped as young and old reacted violently to every pitch with unblushing candor (*opposite page*). The uninhibited attitude of the Milwaukee fans toward baseball

and the flinty-eyed sophistication of the Yankees made a strikingly obvious contrast. When a cheering throng welcomed the Yankee ball club into Milwaukee it got a cool reaction. The Yankees pointedly refused to acknowledge the greeting and a player, jostling his way through the crowd, muttered, "This is strictly bush league." The remark sobered Milwaukee momentarily, caused one indignant citizen to say, "Okay. So we're hicks. But we're nice hicks."



RINGED BY CARS IN BASEBALL'S BIGGEST PARKING LOT, MILWAUKEE'S COUNTY STADIUM BULGES WITH A CROWD OF 45,804 FOR THIRD GAME OF THE SERIES





POPEYED WITH JOY, DICK BAYERLEIN WATCHES JOHNNY LOGAN HIT SECOND GAME HOMER FOR BRAVES AT TELEVISION PARTY IN SUBURBAN MILWAUKEE HOME





**ROOTING IN TENT,** Truck Driver Vern Snider (*left*) lustily cheers the Braves at a television set put up for customers at West Allis, Wis. shopping center.

## Milwaukee CONTINUED

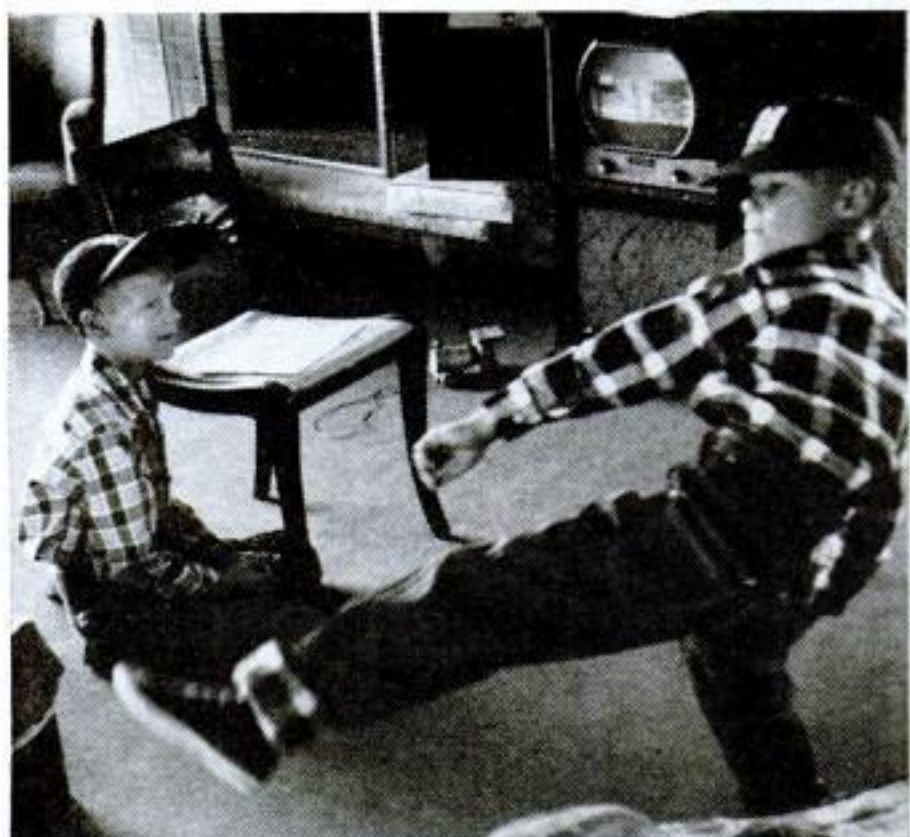


**APPLAUDING IN CLUB,** members and guests in the Milwaukee A.C. bar let themselves go as Braves even the Series by winning the second game in New York.



**A CONNOISSEUR'S PLAY** of the Series, a squeeze bunt, was executed perfectly by Yankees to score run in first game. On bunt by Coleman, racing to first (*left*),

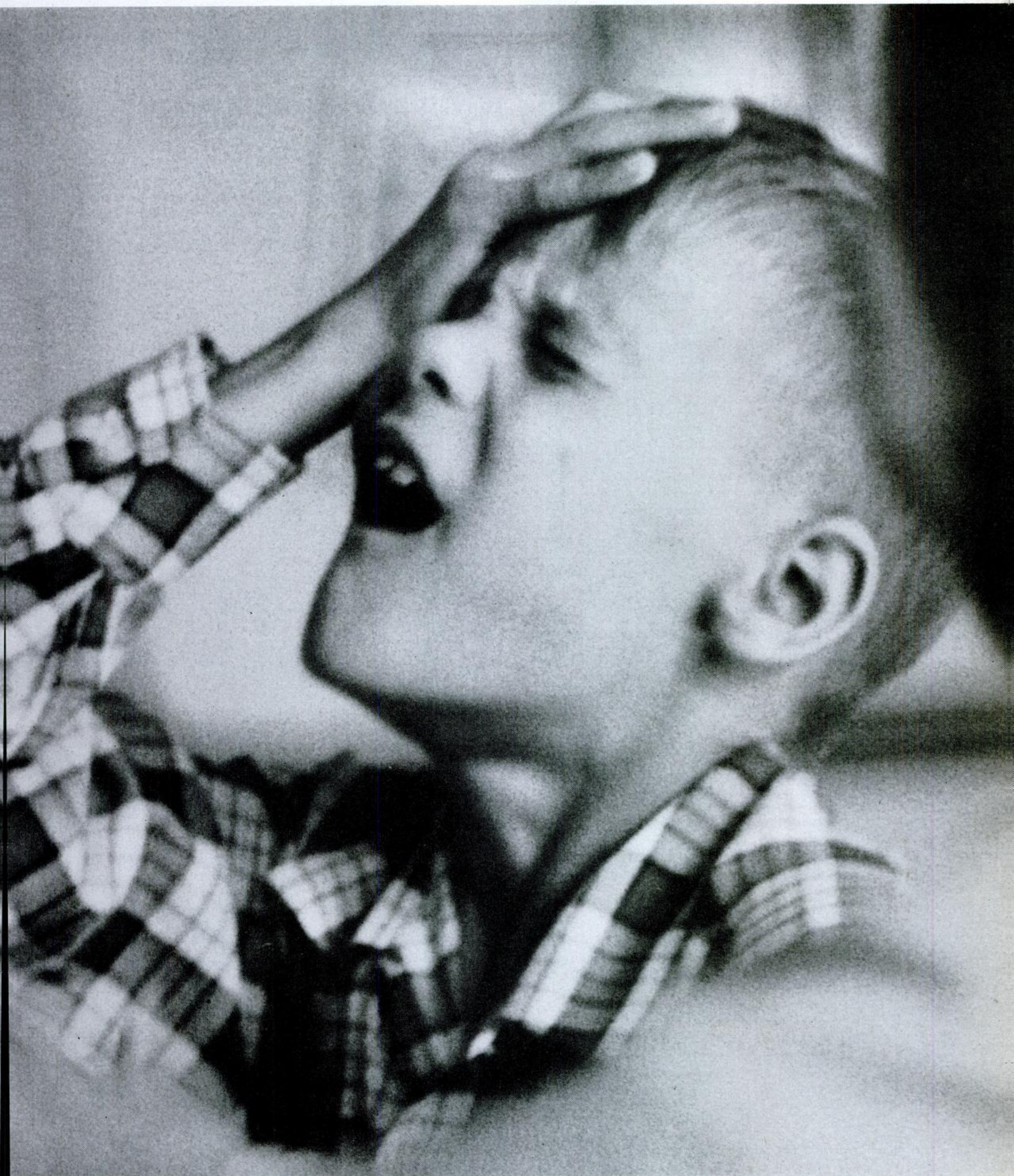
Berra slides for home as Umpire Paparella waits to make call and Braves' Catcher Crandall points and shouts to Pitcher Johnson that the only play is to first base.



**MIMICKING A HERO,** Jimmy Pease pitches like Braves's Buhl as he and brother Mitch watch game.







← **ENCOURAGING HIS HEROES**, Jimmy Pease (*left*) shouts at Braves and Mitch tensely bites his lip as they see Milwaukee take 12-3 beating in third game.

**UNABLE TO BEAR IT**, 9-year-old Mitch reflects all Milwaukee's dismay over a Yankee home run as he watches telecast of the game in fourth-grade classroom.



## WE CAN HAVE BOTH SINCE WE ARE AT CROSS-PURPOSES WITH OUR MONETARY POLICY

President Eisenhower told the recent meeting of the World Bank and Monetary Fund that inflation is a "worldwide phenomenon," which he described as a "continued overload on our resources" and blamed on "the costly error of overpaying ourselves for the work we do." As if to prove that the President's warning applied just as much at home as abroad, the index of U.S. consumer prices rose for the 12th consecutive month. Clearly the U.S. is in a poor position to lecture the world until it gets its own money under better control.

In the same week the New York stock market fell to a two-year low, prices of nonferrous metals remained soft and some manufacturers began to talk about "overcapacity"—a phrase scarcely heard since the Great Depression. Can a country have inflation and deflation at the same time? Which should we worry about now?

We're not going to predict the economic weather but we can deal with one aspect of the present contradictory situation. Whether they fear inflation or deflation, critics have been concentrating on the tight-money policies of the Federal Reserve. Investors watching stock values melt in the autumn sun naturally question how long the Federal should persevere in credit restriction and high interest rates. But the same policy is under fire from other quarters, too. Representative Wright Patman keeps arguing that scarce money is itself *causing* inflation. To other more serious critics the persistence of inflation despite tight money proves that classical monetary discipline is obsolete, and that we must invent some new economic tools to manage our "new economy"—such as more government planning.

That we don't believe.

It is of course paradoxical that inflation persists when our money supply (currency and deposits) has scarcely risen at all for the last six months. But to explain this paradox needs no new economic theory. The explanation lies in the fact that while the Reserve Board has been restricting credit, other determinants of the economy, some governmental and some not, have pursued an opposite course. The U.S. economy thus resembles a car whose driver—or rather drivers—are pressing on the brake and the accelerator at one and the same time.

Take first the government's own budget. It is technically in balance and the new midyear estimate forecasts a \$1.5 billion surplus; yet the fact remains that government expenditures remain huge and the pressures for still greater spending are even huger. The President last week confessed his misgivings whether he could cut next year's budget or not. "Every single department," he said, wants more money; and the Budget Bureau's aim to hold spending to \$70 billion next year (it is \$72 billion this year) will be achieved only by eliminating some present federal programs.

We must rely on the Administration to make these painful cuts and to bring in the leanest budget it can. But the budget is at the ultimate mercy of Congress, which is at the ultimate mercy of its constituents, which is you and me. Thus one of the greatest sources of inflation, government spending, can only be stopped if people generally moderate their hunger for new and special government services. We can ask for Administration leadership in this general self-denial, but the crucial decisions will be made in the will and mind of us all.

The biggest nonmilitary federal program is aid to farmers, now a prodigious \$5 billion per year. This sum, to the extent

it is effective in keeping farm prices up, also contributes directly to the consumer's rising cost of living. After remaining relatively stable for two years, food prices rose sharply in 1956 and again in 1957. This is good news to farmers, but it is bad news for the consumer and particularly bad news for the country's monetary authorities. Government subsidies are shoving the cost of living up at the very time when the Federal Reserve is trying to keep it down.

The farmer justifies his subsidy on the ground that industrial prices have been rising, and so they have. But again you don't have to search very far for the cause. Besides the strong public demand for all types of goods, there is the now well-known cost-price push, whose chief engine is remorseless union pressure for higher wages. A two-year increase of over 10% (not counting fringe benefits) in all nonfarm wages has been accompanied by a rise in productivity of only two or three percent. Even where productivity does rise, it is far from clear that all of it should go to labor. It used to be passed back to the whole community, not just through stable prices but by a gradual lowering of prices, as when the underpaid teacher got his raise through repeated price cuts of the Model T. Today with costs going up faster than productivity, corporations simply cannot reduce prices and maintain profits. No alchemy of Walter Reuther and no new "monopoly" investigation by Senator Kefauver is likely to change this hard fact.

Hence the coexistence of tight money and inflation: the Federal Reserve and other forces, public and private, have been working at cross-purposes. It can be argued, of course, that the Federal Reserve, by being more ruthless, can bring this or any inflation to a halt. True. The money supply could be constricted to the point where manufacturers will be forced to fire their workers. Perhaps some rise in unemployment would ease the present situation. But why should the monetary authorities be put in the odious position of having to risk recession in order to bring inflation under control? There would be no need for such a dilemma if the country would back up the present Federal Reserve policy instead of doubting its usefulness.

The Administration's budget-cutting efforts should get general support. The general hunger for a tax cut next year should wait until it can be earned by a bigger surplus than is now in sight. Secretary Benson, whose fight for more flexible farm price supports has kept the farm surplus from being even more unmanageable than it is, should be encouraged to do something more than just hold the line. In the case of labor, the obscene spectacle of Jimmy Hoffa should not divert public indignation from different but equally dangerous forms of irresponsible union power. Even clean unions are now so huge that their wage demands must be formulated with an eye to the general price level; and if their leaders won't do it, the laws (*e.g.*, the antitrust laws) must.

A free economy needs sound money, but sound money is not just a function of the interest rate. The Federal Reserve policy has been right and effective within its limits—so effective, indeed, that the time for its reversal may be in sight. But until that turn is called, inflation is still our No. 1 public enemy, and all our weapons, public and private, should be turned against it. When our "new economy"—which is still a free, competitive and mostly private economy—proves it can lick that one, it will be in much better shape to meet any later and different shocks that may be in store.



# Have you had your soup today?



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This *has* to be good! Best of beef and broth and summertime vegetables . . . to sip and spoon, with hearty pleasure. Have Campbell's Vegetable Beef Soup, soon!

Once a day... every day... Soup—*Campbell's*, of course!



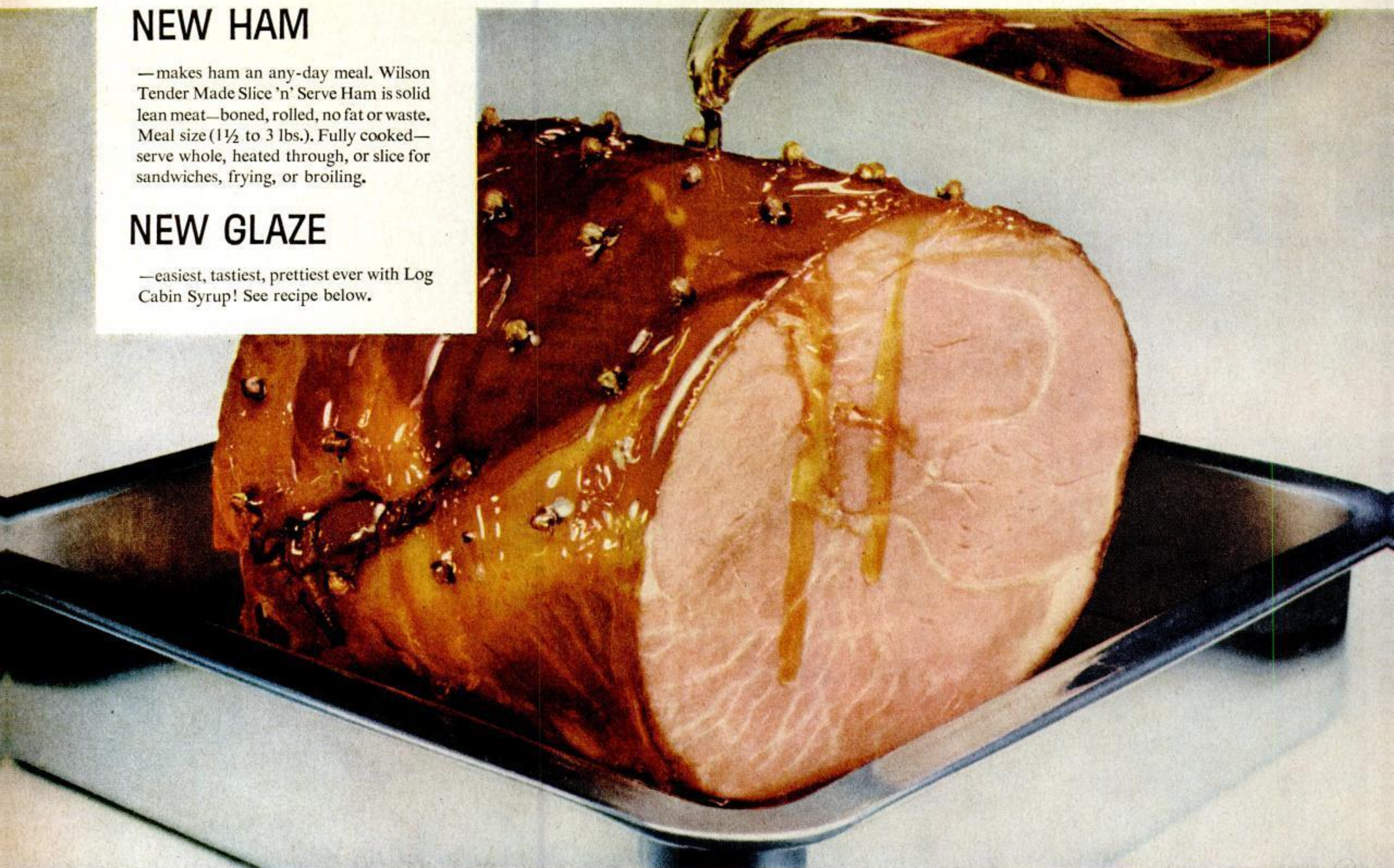
# Wilson's new Tender Made Ham loves Log Cabin Syrup!

## NEW HAM

—makes ham an any-day meal. Wilson Tender Made Slice 'n' Serve Ham is solid lean meat—boned, rolled, no fat or waste. Meal size (1½ to 3 lbs.). Fully cooked—serve whole, heated through, or slice for sandwiches, frying, or broiling.

## NEW GLAZE

—easiest, tastiest, prettiest ever with Log Cabin Syrup! See recipe below.

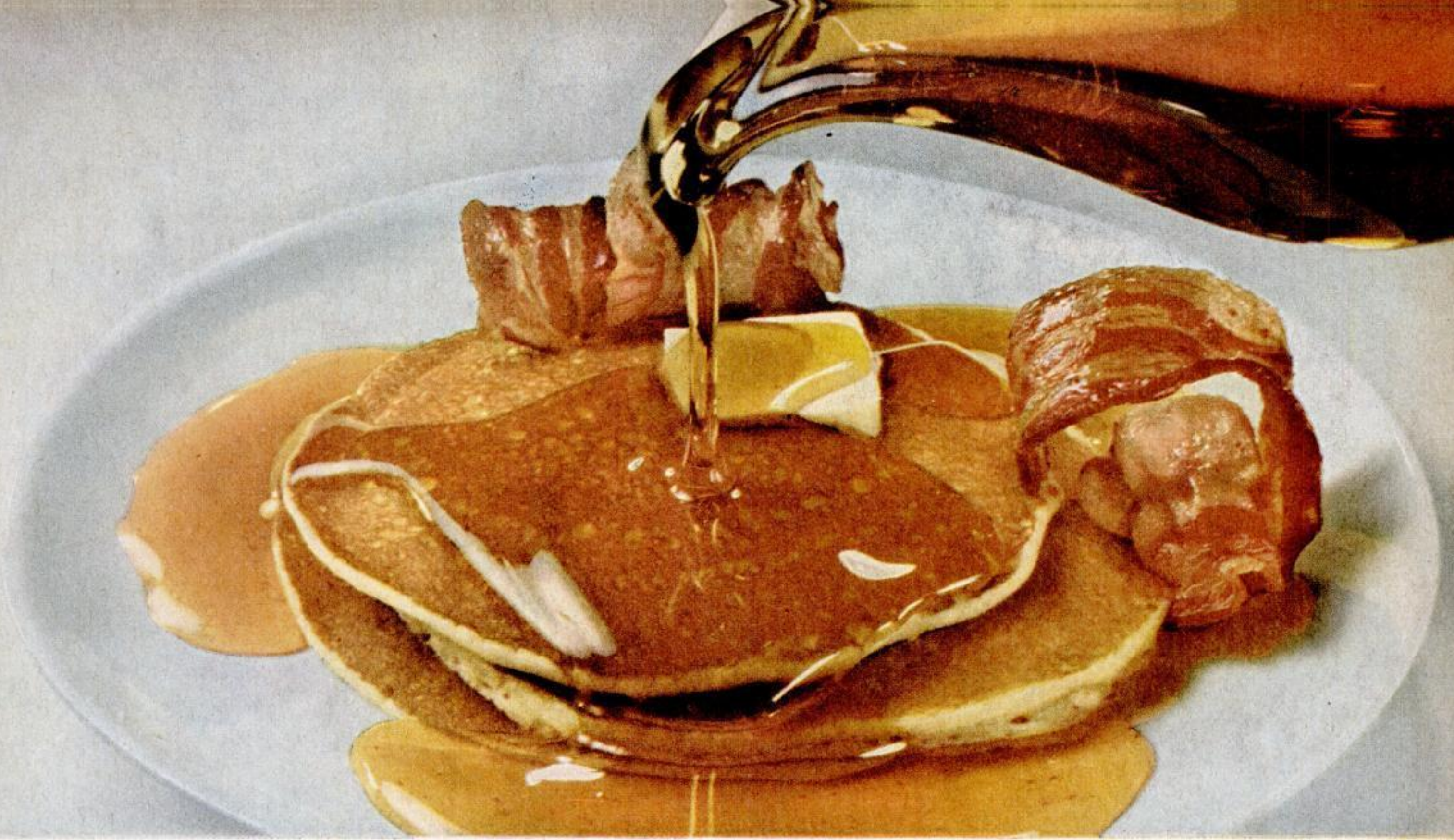


**Log Cabin's "Glaze of Glory!"** No brown sugar fuss! Just pour one cup of Log Cabin over ham, pop it into a 325-degree oven for 1 to 1¼ hours. Baste frequently. Log Cabin seals in all the ham flavor. The real maple sugar blended into Log Cabin makes it taste extra good.

**New Ham Steak Fixin'—**Melt two tbs. butter in skillet with one cup Log Cabin, pinch of dry mustard. Simmer 5 min. Add cooked sweet potatoes and turn for 5 min. Add thick slice of Wilson's new Tender Made Ham and canned apples. Heat 10 min., turning ham once.

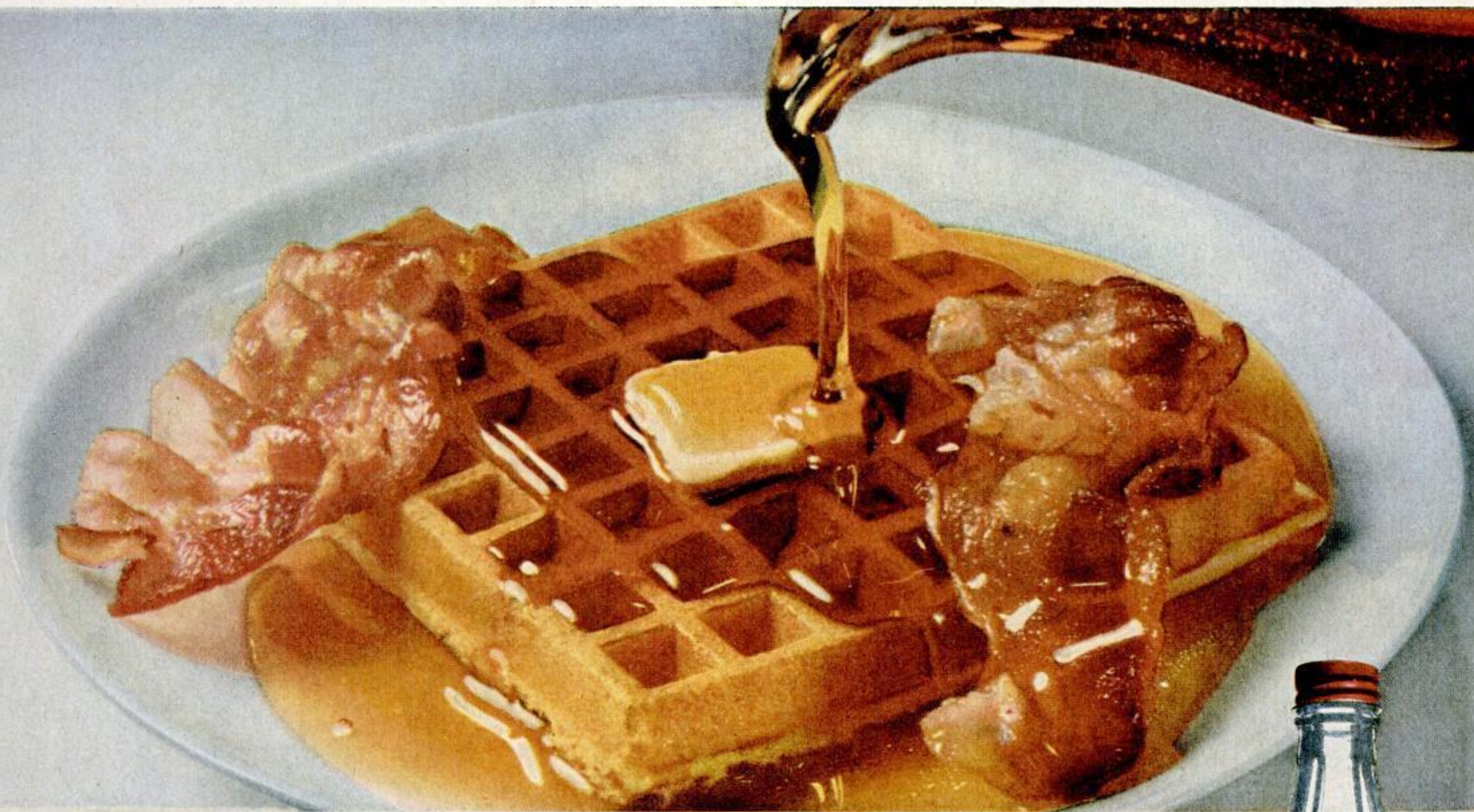






**Perfect with Pancakes**—Crisp Wilson Bacon curls with golden Log Cabin Syrup. Wilson Bacon has that tantalizing taste that comes from hardwood smoking. Perch bacon atop pancakes and cover with Log Cabin's maple goodness—blended with real maple sugar!

**Wonderful with Waffles**—New waffle idea! Add crumbled, crisped Wilson Bacon to waffle batter for that sweet-smoke flavor all through your waffles! Put more bacon on top, pour on lots of Log Cabin. You can't get enough of that real maple flavor.



# Wilson Bacon loves Log Cabin, too!



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Summer crowds are gone, accommodations are easier to find, at lower rates. Most of all you see a more *real* Europe. It's the season of festivals, the time when everyone is in the mood for fun. And have you ever stopped to think that a trip like this for children is an education in itself?

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**GOVERNORS AND PRESIDENT** meet for hour-long talk. From left, Governors LeRoy Collins of

Florida; Luther Hodges, North Carolina; Theodore McKeldin, Maryland; Frank Clement, Tennessee.



**IN CLASS CEREMONY** at Central High, Melba Pattillo (center) makes pledge to flag with whites.

**PLANNING PRAYER** to end violence, clergymen of three faiths hear the Right Rev. Robert Brown.



**WHITE STUDENTS SET FIRE TO A NEGRO EFFIGY**

## FAILURE, HOPE IN LITTLE ROCK

The best prospect yet for a solution to the battle of Little Rock's Central High School collapsed last week. Four southern governors, meeting with President Eisenhower, seemingly had assurances from Governor Orval Faubus that he would keep the peace in Little Rock. But with the President willing to withdraw federal troops, Faubus weaseled on his assurances to enforce the law and the troops stayed.

As one hateful incident took place (above) a hopeful new force came into evidence: Little Rock's law-abiding citizens. Encouraged by the President, the Right Rev. Robert Brown, Episcopal bishop, got 40 clergymen to join in planning a city-wide day of prayer for a solution. Twenty-four civic leaders met to seek a settlement. Winthrop Rockefeller, chairman of the state's Industrial Development Commission, warned that Arkansas' economic prospects were being hurt. If this bothered Faubus he didn't show it. Comparing himself to Robert E. Lee, he was, in his words, "standing pat."



**BALE OF FUN** comes for Faubus at cotton-picking contest in Blytheville where he was loudly cheered.



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she'll  
remember  
and ask  
for again



—the better  
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Miss Wisconsin is at your grocer's now—in mild, medium, sharp-aged or super sharp wedges; in sliced varieties and two exclusive new forms—freshly shredded and cubed.

**DON'T MISS THE VALUES YOUR GROCER IS OFFERING  
DURING THE OCTOBER CHEESE FESTIVAL!**



THE DEAD KING LIES IN HIS CANDLELIT BEDROOM IN THE ROYAL PALACE

## KINGS HONOR A KING

### Bereaved Norway 'rejoices in memory' of Haakon

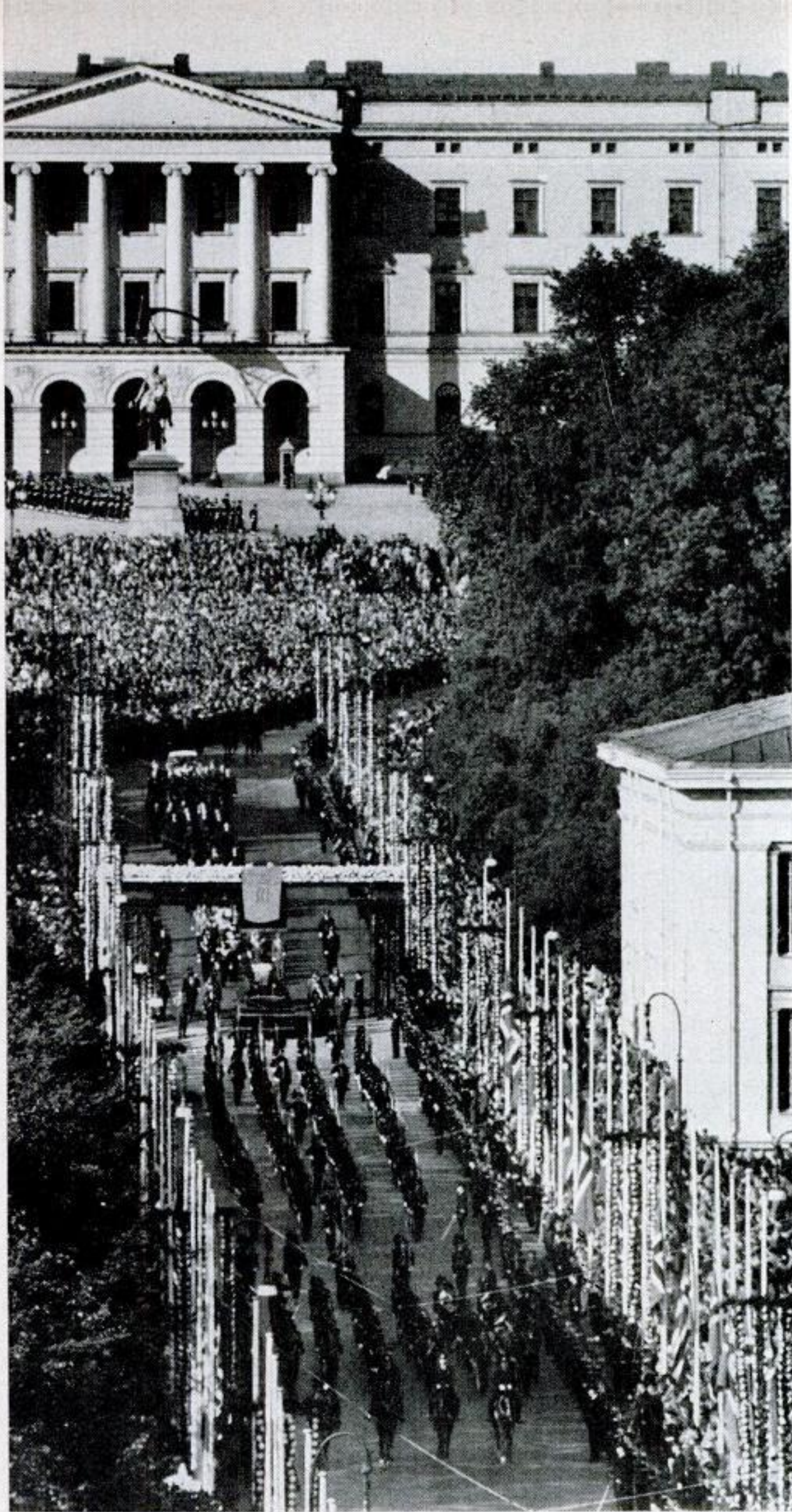
The kings of Europe converged in rare spectacle on Oslo last week to honor the only one of their number who had been democratically elected. Haakon VII, Norway's sailor-monarch, was actually a Danish prince named Carl. He agreed to accept the throne in 1905 only if the Norwegians, who had just split from Sweden, would vote him in. When he died at 85 last month after a 52-year reign, "us Norwegians," as he called his subjects, had long since forgotten that Haakon had ever been anything else but Norwegian.

At his funeral 300,000 people watched as the royal cortege moved down Oslo's Karl Johans street from the Royal Palace to the Oslo cathedral, with five other kings following the purple-draped casket. After an hour-long service at the cathedral the procession set out for ancient Akershus castle, where the coffin was lowered by an elevator into the royal mausoleum as ships of three nations out in the harbor boomed a 21-gun salute. Then the guns spoke in a 42-gun salute to Haakon's son Olav V, the new king, and flags were run up to full staff again. Norwegians seemed not so much grief-stricken about Haakon as simply proud of him. "Now," said one, "we rejoice in his memory."

**FIVE KINGS MARCH** behind Haakon's coffin. From left, King Gustav of Sweden (partly obscuring Prince Bernhard of Netherlands), Frederik of Denmark,







**FUNERAL PROCESSION** leaves the Royal Palace (*background*) where first service was held. Here the draped coffin is passing beneath the white arch.

Paul of Greece, Baudouin of Belgium, and Norway's new King Olav V with Crown Prince Harald. At far left is President Asgeir Asgeirsson of Iceland.



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**delicious!  
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# FIX-IT TIPS

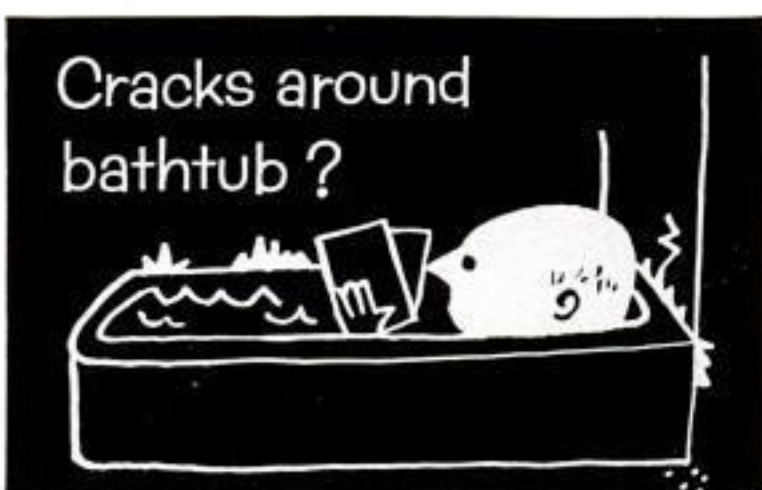
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**Remove loose leg.** Reset with hard-holding Plastic Wood. Dries quickly — stays strong permanently.



**It's easy to hide it** with Plastic Wood. Dries fast — can be sanded, stained or painted to look like wood itself.



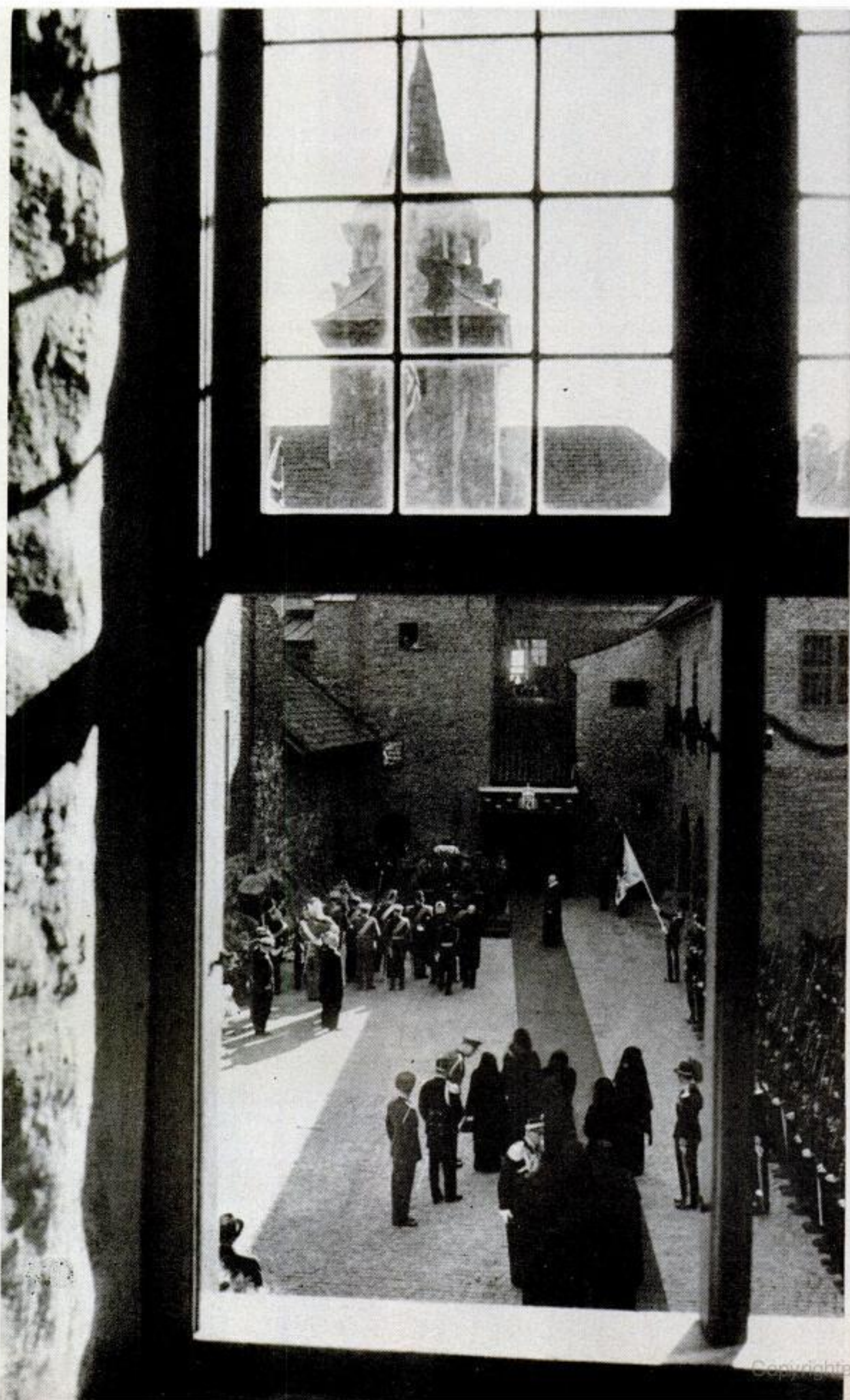
**Repair cracks** around tubs, sinks and counter-tops with hard-holding Plastic Wood. Sticks anywhere. Water-resistant.



**Broken balusters** can be repaired without removing rail. Simply join broken parts with Plastic Wood and allow to dry.



**IN CATHEDRAL,** at the second service, King Haakon's coffin rests in state in center as Bishop Johannes Smemo (*left*) gives the eulogy. Royal mourners sit to right of bier behind screen of flowers.



**AT CASTLE,** the ancient fortress of Akershus, the coffin comes to rest in the courtyard, the kings grouped behind it. As the casket was carried into the chapel for burial, a naval detachment piped the traditional signal of a captain leaving his ship.





BUSTER KEATON, HOLLYWOOD'S FAMOUS FROZEN FACE COMEDIAN

## DON'T SHOOT, BUSTER, THAT MARTINI IS MADE WITH SMIRNOFF!

It may be years before a barman's failure to use *the vodka of vodkas* will justify a plea of self-defense. Meanwhile, when ordering a vodka drink, you are well advised to specify: "*with Smirnoff.*" It makes the driest, smoothest of Dry Martinis. And it loses itself completely in any fruit juice or soft drink—blending benignly with their flavors. You taste *them*, not it. Make sure you get smooth, mellow, flawless Smirnoff. Speak up! Remember, *you drink it!*

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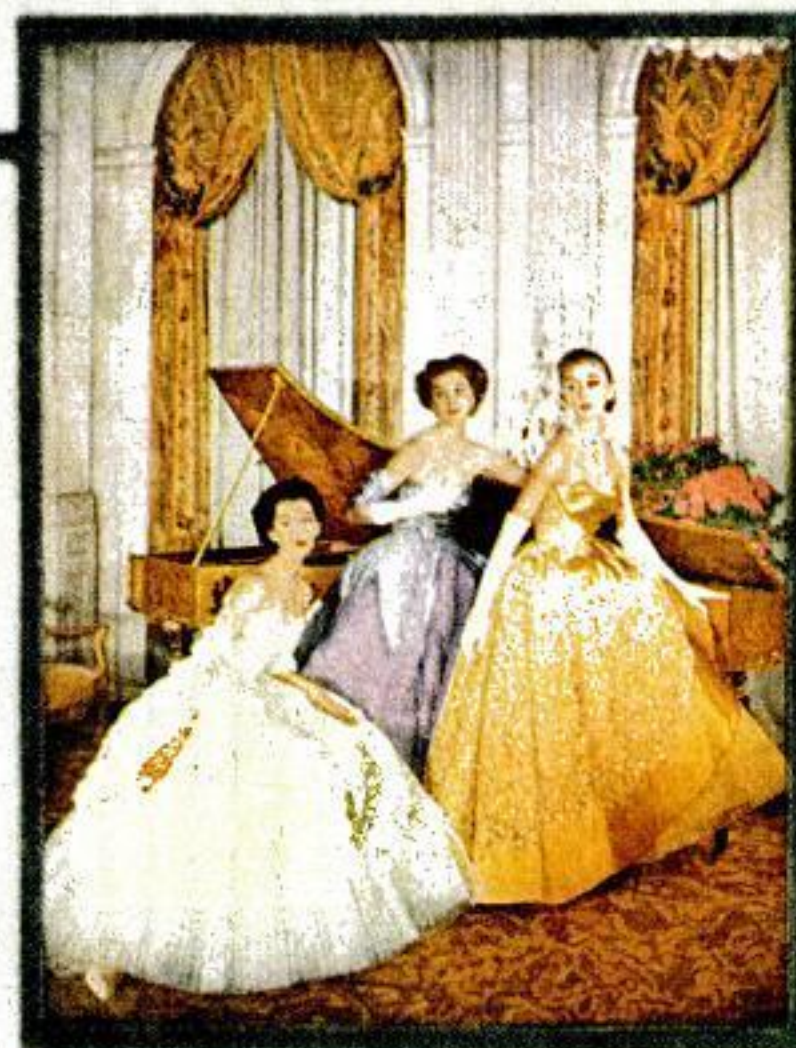




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Complete in one box  
with meat or  
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Quickly as that—you can conjure up a meal that might be the specialty of an Italian café!

The magic: a box of real Italian-style Chef Boy-Ar-Dee® Spaghetti Dinner.

Inside you'll find a package of quick-cooking spaghetti, a can of ready-mixed sauce with meat or mushrooms, a can of grated cheese. Everything you need!

You'll love the way the extra-thin strands twirl delicately around your fork . . . the way Chef's special sauce whispers the secret of true Italian spicing . . . the way the cheese adds zing to every bite.

No wonder Italy is famous for its cookery! Chef Boy-Ar-Dee Spaghetti Dinner makes plenty for three people, costs only about 15¢ a serving.

Enjoy some tonight. When Chef is in your kitchen, you're just 12 minutes from real Italian-style eating.

real Italian-style  
**CHEF BOY-AR-DEE®**  
Spaghetti Dinner





**AWAITING HIS SON,** Walter Anders stands in Casablanca as *Geiger* docks with *Pamir's* five survivors.

## A DAY OF JOY FOR VERY FEW

### Germany greets, mourns its sons

For Germans, last week was a time of sorrow, of pride and, for a few, of joy for lives snatched from the sea. The sorrow was reflected in the lonely figure of a father waiting in Casablanca for the U.S.N.S. *Geiger* to land the rescued—its joy in his reunion with his son. Out in the Atlantic the German training ship *Pamir* had been caught by Hurricane Carrie, stripped of her sails and capsized. On board the bark were 51 teen-aged merchant marine cadets in addition to her crew of 35.

Once hope was tragically buoyed by a false report that 71 had been saved. The real news came 54 hours after the sinking: a U.S. ship had picked up two crewmen and three cadets in a half-sunk lifeboat. The next day a third crewman was found alive. That was all.

But the survivors proudly said they would go back to the sea again in sailing ships, following the German maritime tradition that "steam breeds soft sailors, sail breeds hard ones."



**REASSURING HUG** is given by Folkert Anders, 18, to his father who had flown down from Germany.



**OVERCOME BY HAPPINESS** on U.S. plane going to Germany, Folkert listens to his father who kept

on saying, "*Mein Junge*." Soon Folkert dropped off to sleep with his head on his father's shoulder.



# Now...an amazing **Wash 'n' Wear Arrow Shirt**

made of a remarkable  
new madras-woven  
Dacron-cotton fabric



Wash but don't wring or squeeze



Drip it dry. No ironing needed



Looks neat and trim from dawn to dusk

Now enjoy all the advantages of the finest cotton fabrics—in a 65% Dacron\*—35% cotton shirt. This amazing Arrow madras weave looks crisp, feels comfortable (never sticky) all day. You care for it the wonderful Wash 'n' Wear way (or wash and iron as any other shirt). "Sanforized"—labeled, in many collar styles and colors at your Arrow retailer's. \$7.95 up. Boys' sizes, \$5.00 up. *Cluett, Peabody & Co., Inc.*

\*DuPont's polyester fiber

**ARROW** — first in fashion

## Joy for Few CONTINUED



**CAPTAIN WITHOUT A SHIP**, Hermann Eggers, who missed last voyage through illness, awaits survivors. His substitute, Johann Diebitsch, was lost.



**THE SAVED**, brought to Casablanca by Geiger, are (from left) Klaus Friedrichs, 18; Karl-Otto Dümmer, 24; Karl Heinz Kraaz, 17; Folkert Anders, 18; Hans Georg Wirth, 19. Dümmer and Wirth were crewmen, others cadets. Another sailor, Guenter Haselbach, 20, was found before search was abandoned.



**BEREAVED MOTHER**, Frau Lilli Woite, attends survivors' press conference in Frankfurt, hoping to hear word of her son Dietrich, who did not survive.



EVERYBODY'S WINE...  
BECAUSE IT  
TASTES SO GOOD



**R**ich in tradition and flavor, Manischewitz was — and is — the time-honored wine to serve on special occasions. But today, for more and more people, it is also an *everyday* treat. It doesn't cost too much. It tastes delicious. It's *everybody's* wine. Made from luscious, sunripe Concord grapes—among the sweetest America grows—Manischewitz Wine

captures all their natural goodness. It belongs with other pleasant things—good food, good fun, good company. Grace your table and honor your guests with joyful Manischewitz Wine. Look for it in the famous foursquare bottle.



*everybody's wine—because it tastes so good* **MANISCHEWITZ**  
(“Man, oh Mani-shev-its”)

CONCORD GRAPE WINE, SPECIALLY SWEETENED; MEDIUM DRY CONCORD WINE; AMERICAN BURGUNDY & SAUTERNE; 100% PURE AND SPECIALLY SWEETENED BLACKBERRY, CHERRY & LOGANBERRY WINES AND AMERICAN MALAGA. MANISCHEWITZ WINE COMPANY, NEW YORK.





Johnsonian  
No. 8576

## Taxi!

be glad you're  
running  
in comfort  
.....  
as well as  
style  
.....

You don't have to break into a full gallop very often these days, but it's nice to know that when you do, you can do it in comfort. How? In Johnsonian Guide-Steps . . . designed to fit the feet *in action*. They're styled for active men, too . . . visit your dealer and see for yourself. Style and comfort for just **\$9.95 to \$12.95**

designed and made to fit better . . . longer

A PRODUCT OF ENDICOTT JOHNSON  
**Johnsonian**  
**GUIDE-STEP**

Johnsonian Jr. Guide-Steps also available in some styles

For free booklet on the Guide-Step principle and your dealer's name write:  
ENDICOTT JOHNSON CORPORATION • ENDICOTT 1, N. Y.

## Joy for Few CONTINUED



**SURVIVOR'S FAMILY**, Margarete Fredrichs and son Hans, wait tensely at Frankfurt for arrival of plane bringing son and others saved from *Pamir*.



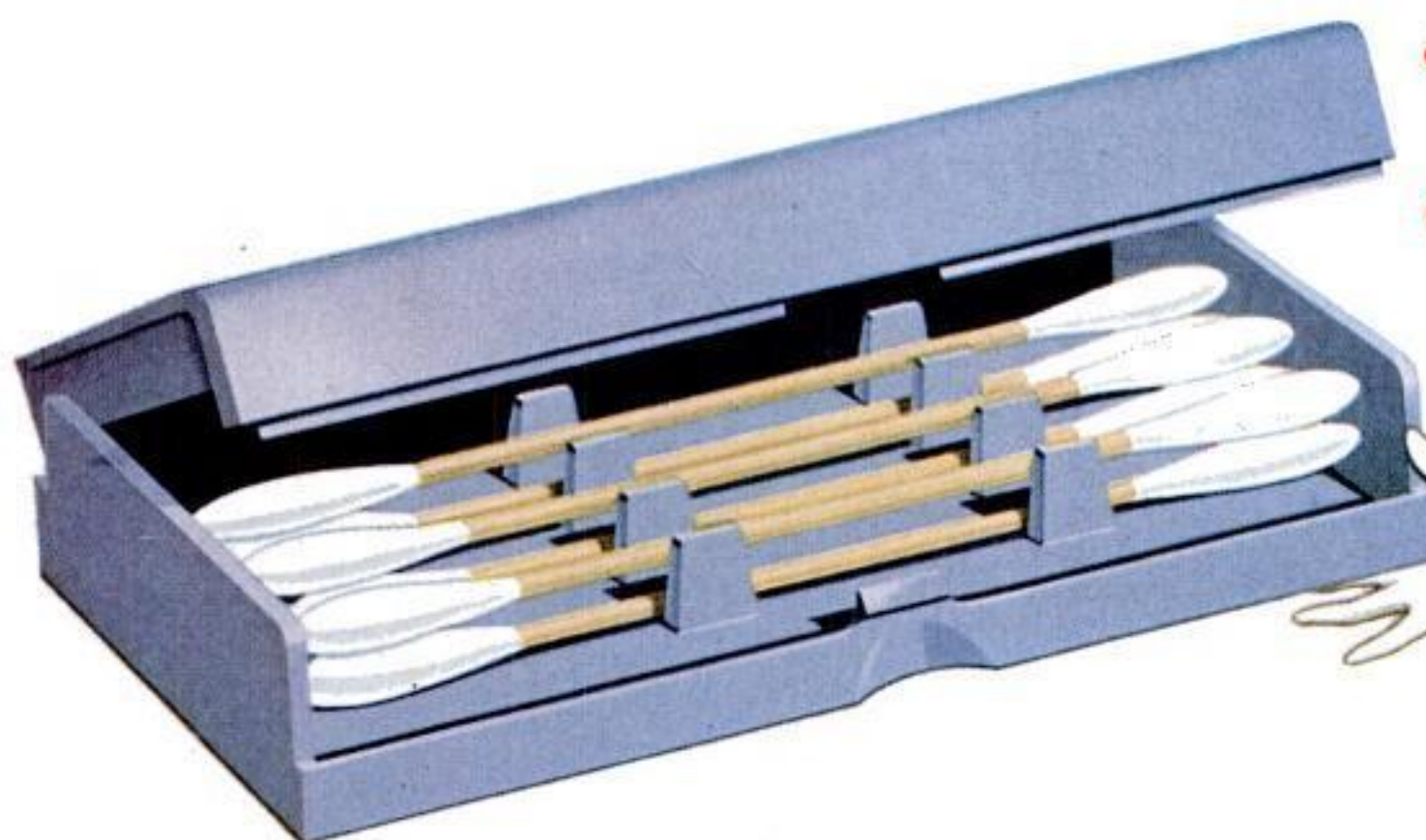
**OVERWHELMED WITH JOY**, Frau Fredrichs shouts and waves spray of carnations at her younger son, Klaus, 18, as she sees him leaving the plane.



**FAMILY EMBRACE** unites all three of the Fredrichses. Klaus (back to camera) hugs both stern-faced brother and beaming mother and is hugged in turn.



Because you'll want **Q-TIPS®**  
 wherever  
 you go...



- Convenient way to carry 'Q-Tips'—handy, clean.
- Smart blue plastic case slips easily into pocket or purse.
- Comes to you filled with 'Q-Tips'—easy to refill.

get this valuable  
**PURSE PAC**  
**FREE!**

**Here's all you do:** Just send us the coupon from inside this specially marked 'Q-Tips' package (either 55¢ or 98¢ size). Your free Purse-Pac, filled with 'Q-Tips' cotton swabs, will be sent to you promptly.



Everybody's using Q-TIPS  
 so many places...  
 so many ways



**Business trip**

Take soft, sanitary 'Q-Tips' to dry ears after shave or shower.



**Pack up the baby**

Babies cared for with 'Q-Tips' stay clean and happy.



**On the job**

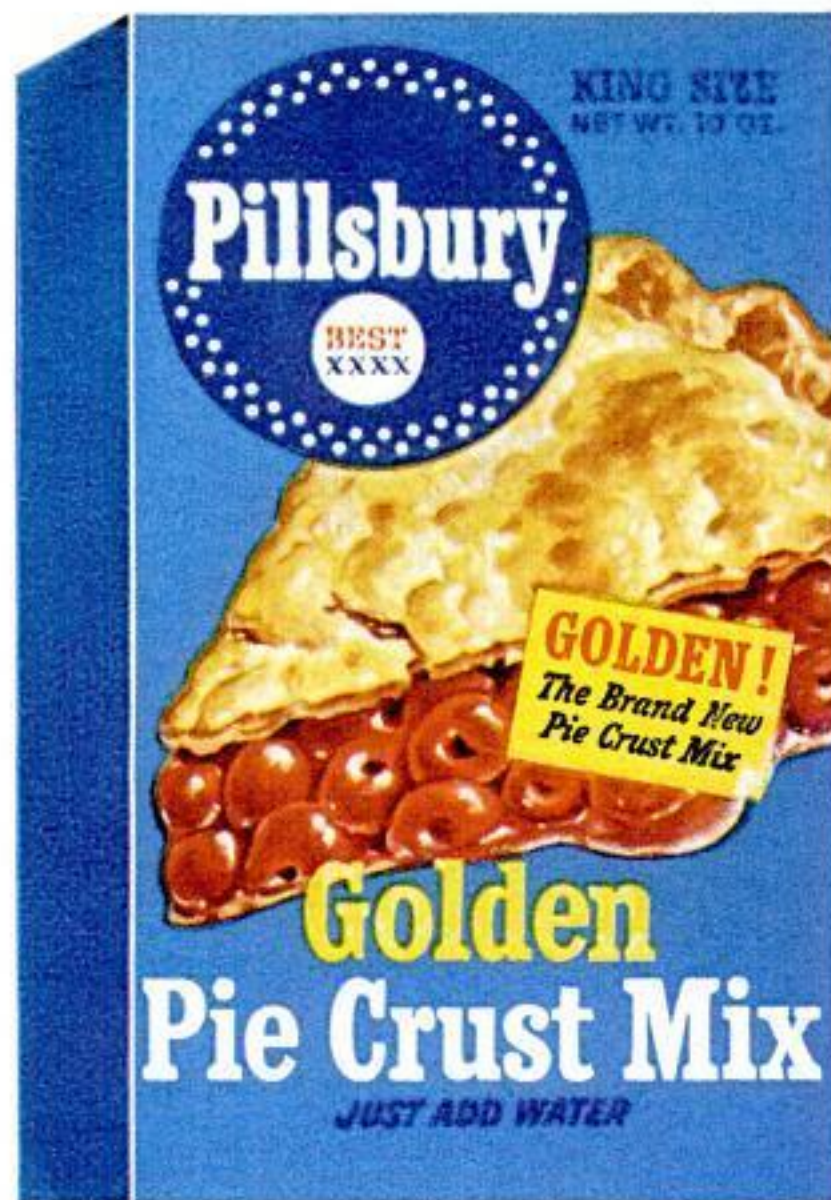
Apply your make-up with 'Q-Tips', especially before a dinner date.



**Auto glove compartments**

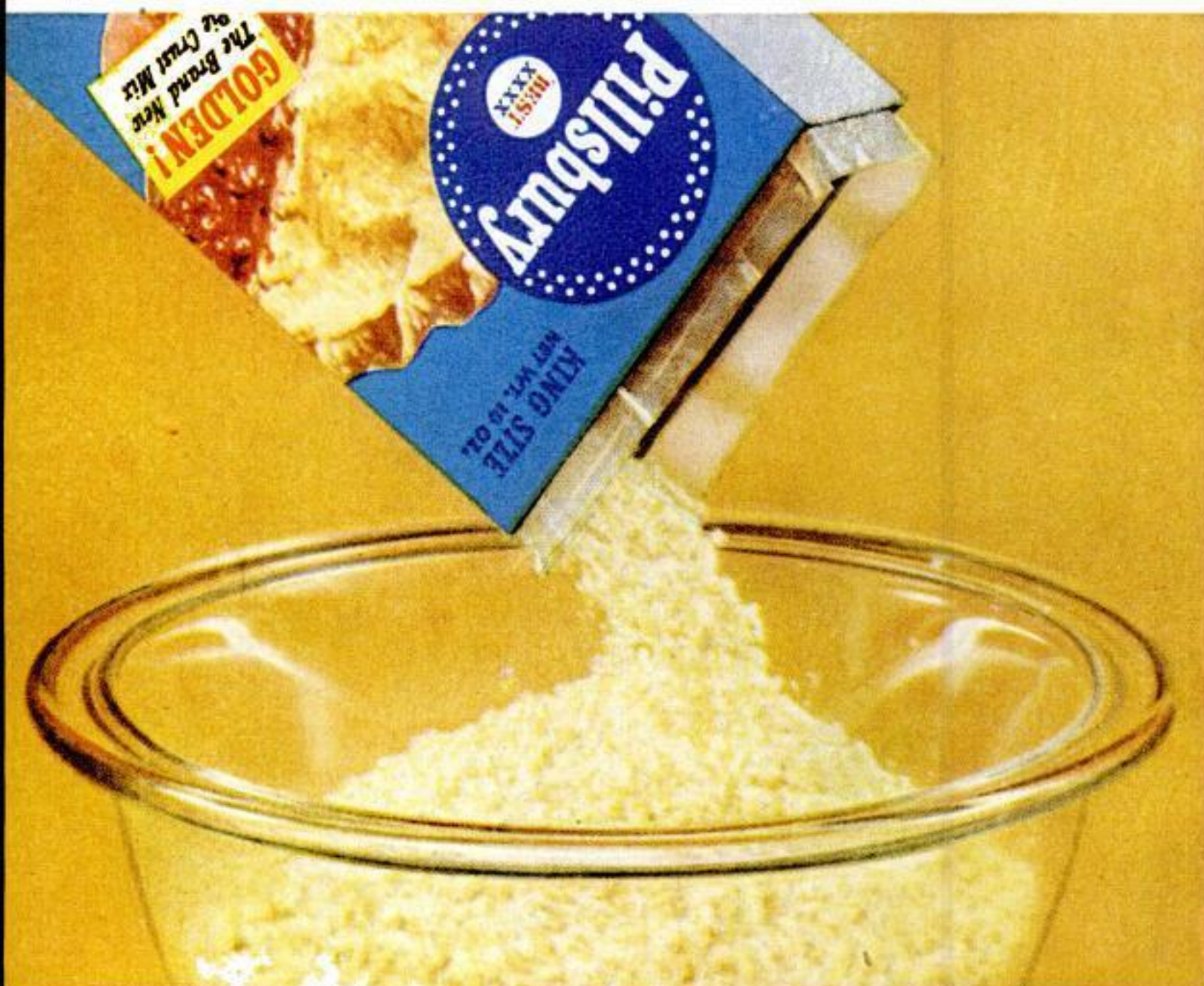
ought to carry 'Q-Tips'. They're handy for hygienic first aid.



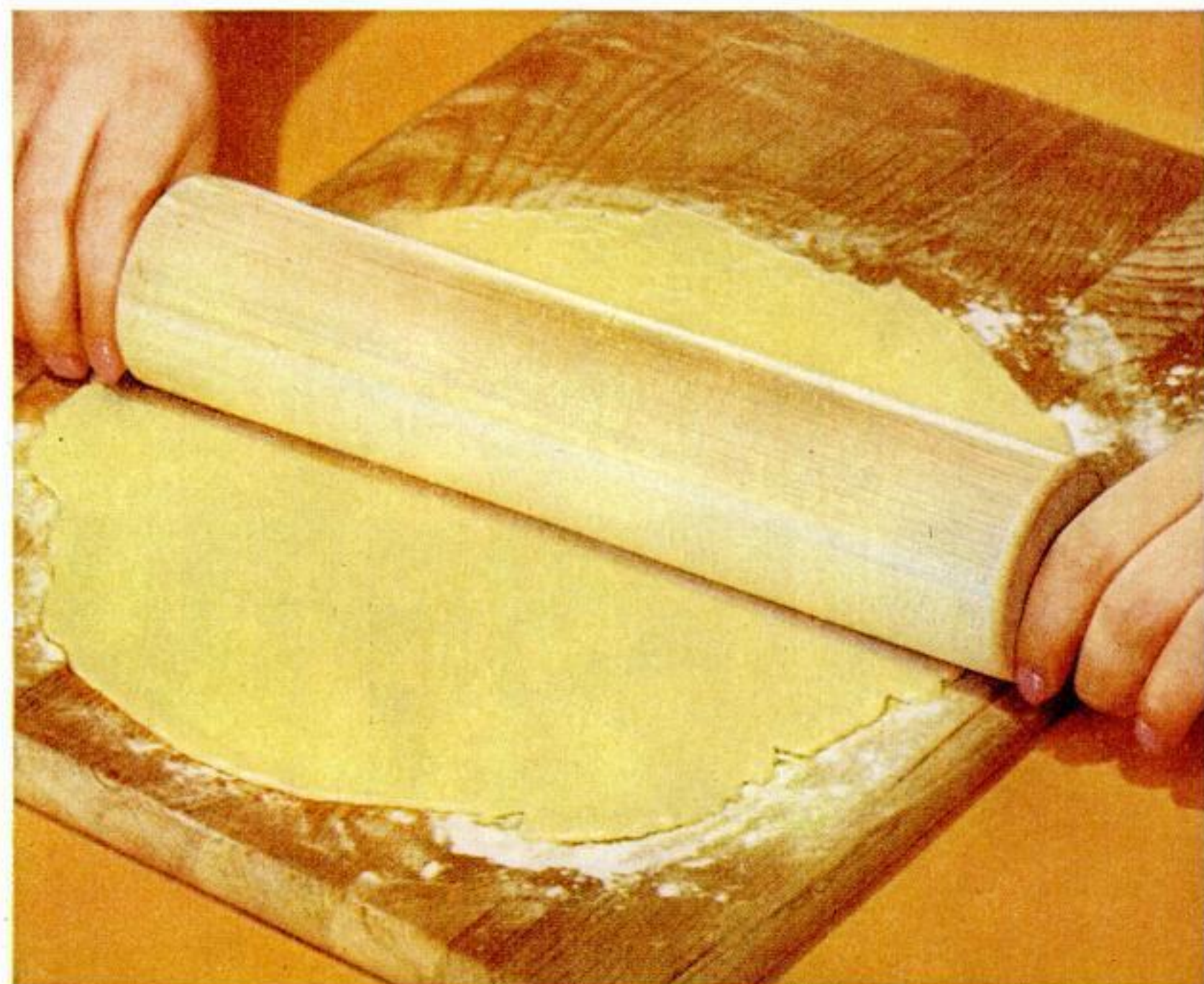


# New! Golden Pie Crust Mix

*from Pillsbury!*



Golden in the package!



Golden in the dough!

**Now see how flaky and tender  
a pie crust can be!**

Sooner or later, it was bound to come! A brand-new pie crust mix that guarantees you a truly golden crust *every time*. New Pillsbury Golden Pie Crust Mix. Water is all you add, *nothing else*.

Try it. You'll discover that the golden dough is easy to handle, the golden crust comes out tender and flaky, tastes so rich and good! And, as always, Pillsbury's famous "Chill-Blending" of ingredients adds extra tenderness and flakiness.

No more worry about running out of dough, either. Because New Pillsbury Golden Pie Crust Mix gives you ten full ounces—all you need for a man-size, two-crust pie. Bake your next one *golden!*

**Pillsbury**





*Golden in the crust!*

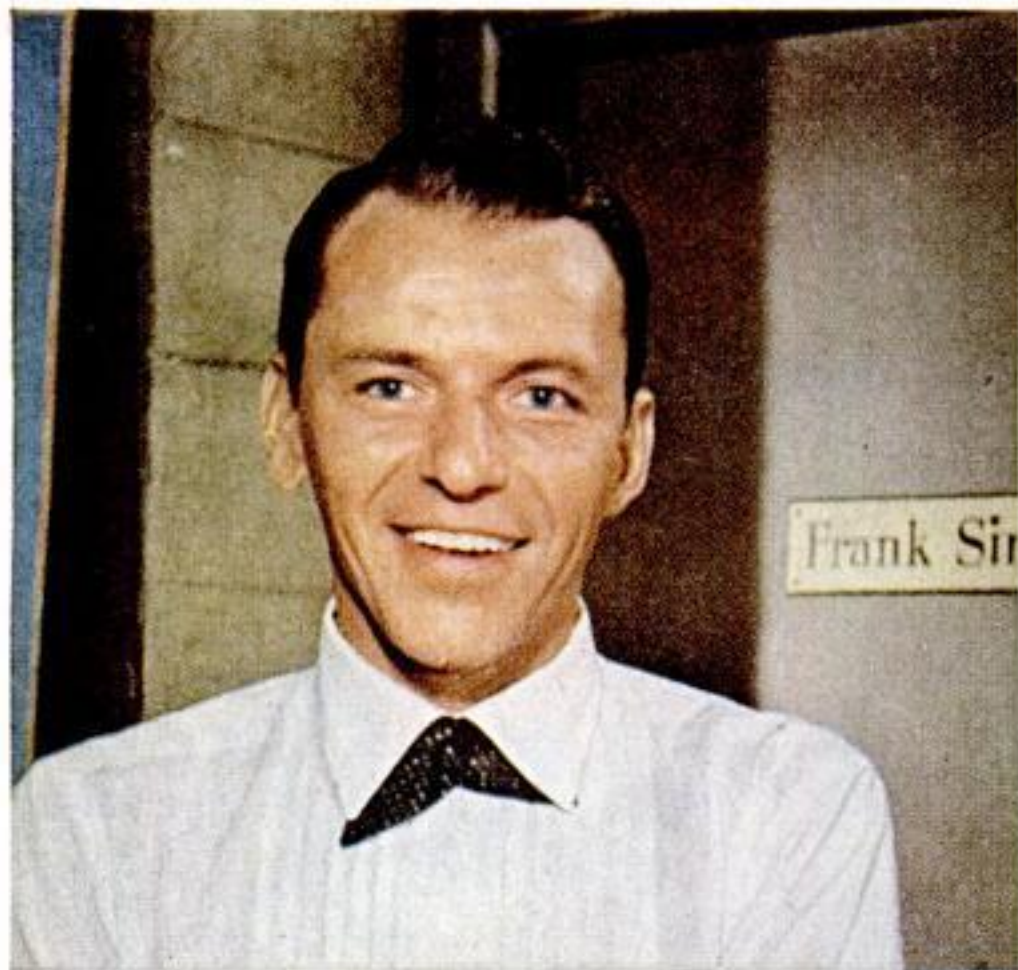


GOLDEN ALL THE WAY—  
FROM PACKAGE  
TO CRUST!

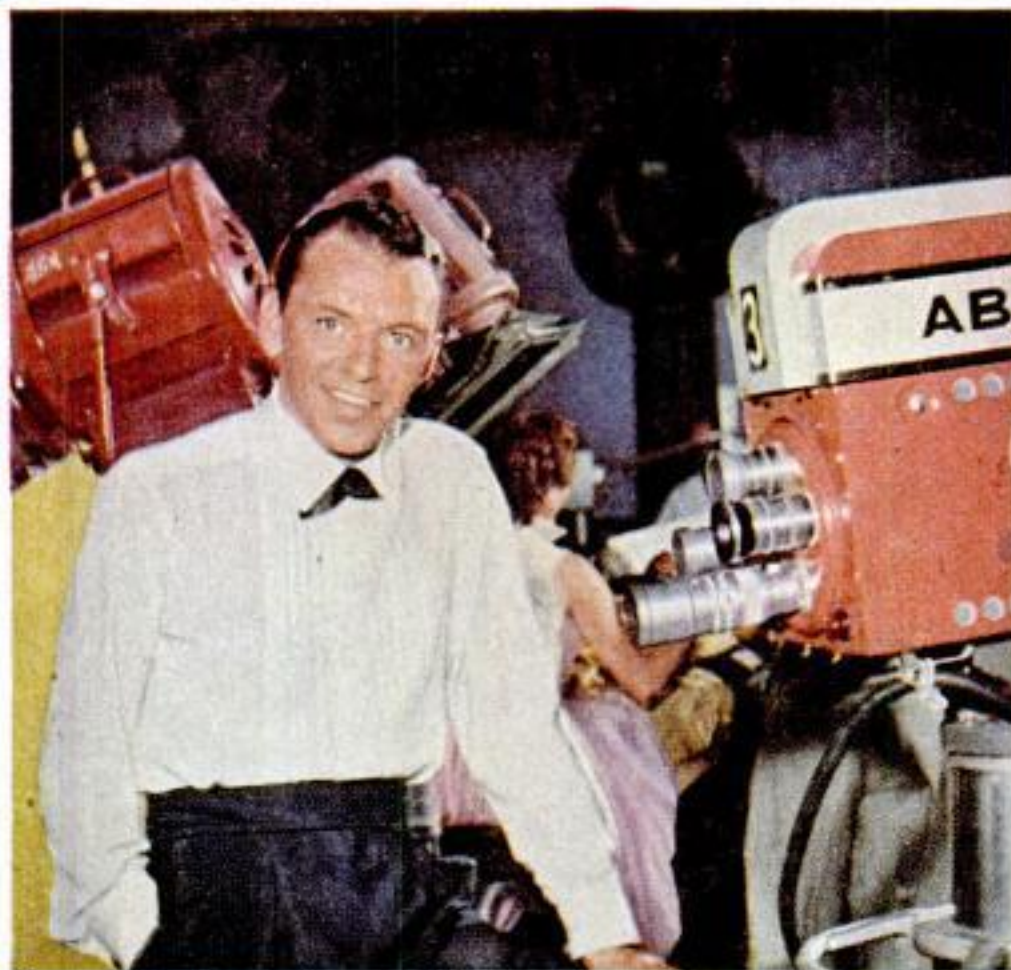
# Isbury



# ON THE SET WITH SINATRA



*"Like your pleasure big? Come on in and find yourself a seat."*



*"We're on for Chesterfield every Friday night, ABC-TV."*



*"We've got music, drama, loads of stars!"*



*"It all adds up to big, big pleasure . . ."*



*like you get in Chesterfield.*



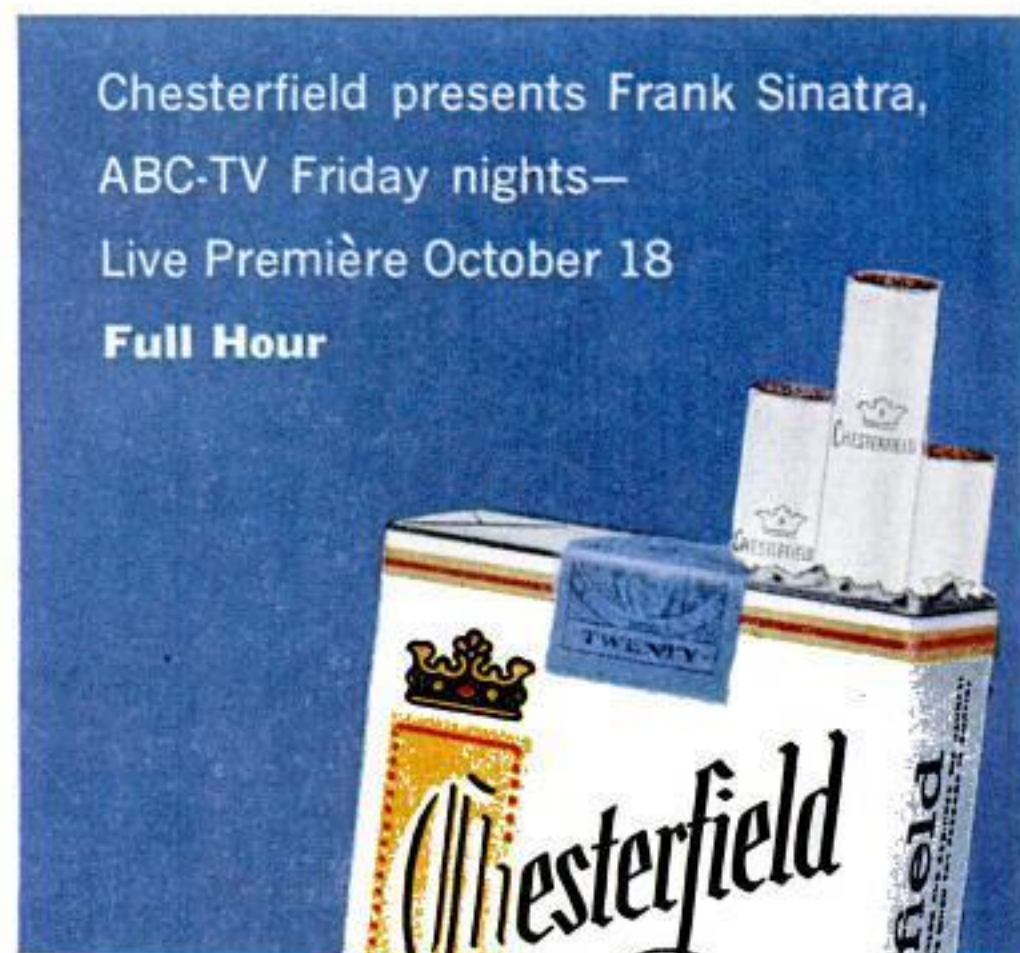
*"You can tell with one drag . . . You're smoking smooth—smoking clean!"*



*"This is satisfaction—man-size satisfaction! Chesterfield!"*



*"Ready to roll? Hold on. How can I do the show when this pack's empty!"*



# CHESTERFIELD



© Liggett & Myers Tobacco Company

**KING and REGULAR**



# First Customers for Pay Television

TOWN HELPS PUSH A REVOLUTION WHICH NETWORKS FIGHT TO HALT



BARTLESVILLE BRAGS ABOUT MAKING HISTORY

by LOUDON S. WAINWRIGHT

**L**AST week 472 families in Bartlesville, Okla. began to enjoy the rare privilege of paying cash to watch television in their own homes. In the past, like the rest of America's 40 million set owners, they have always looked on for free. Now, thanks to a simple wire attachment which runs from a telephone pole in the street directly to the back of his present set, a Bartlesville subscriber has the additional choice of watching recent movies which are piped continuously into his home for 11 hours a day. For this service he pays a flat rate of \$9.50 each month, and new subscribers are signing up faster than wiring crews can accommodate them. Henry Griffing, president of a chain of movie theaters and head of the firm sponsoring the Bartlesville project, confidently heralds it as "the opening of a new era of prosperity in the entertainment industry that will make all former eras seem insignificant."

With Mr. Griffing's pronouncement, pay television has officially arrived. And from other indications around the U.S., there is a great deal more to come. In Washington the Federal Communications Commission has set March 1, 1958 as the date on which it will receive preliminary applications from stations that want to supplement their regular programming with pay broadcasts over a three-year trial period. Later this month in Los Angeles the city council will probably grant franchises to pay TV entrepreneurs who propose to avoid the air waves altogether and instead wire up the city—for pay. In New York the baseball Giants have announced that their move to San Francisco next year includes a deal for wired telecasts of the ball games. Among other things, the Giants are said to have an initial guarantee of \$2 million. The fact is that in spite of governmental agency delays, howls from congressmen, furious legal resistance by the three major networks, a top-level blast from organized labor and anguished protests from the General Federation of Women's Clubs, pay television is well on the way to becoming a vivid reality for millions of viewers.

## The effect of pay TV

**W**HAT could this mean to the great fire-side audience? Does it presage a cultural boon for the viewer or just another drag on his pocketbook? Will it prove a truly colossal success for the peddlers of pay TV and corresponding catastrophe for the networks and other broadcasters? Will movie theaters become obsolete real estate, carpeted warehouses for empty chairs? Will ball parks become huge outdoor studios, tenanted only by groundskeepers, umpires and



NEIGHBORHOOD AUDIENCE watches film, *The Prince and the Showgirl*, in Bartlesville living room

of Mrs. W. M. McGonigle (at right, rear). Pay TV wire attachment is visible on back of television set.



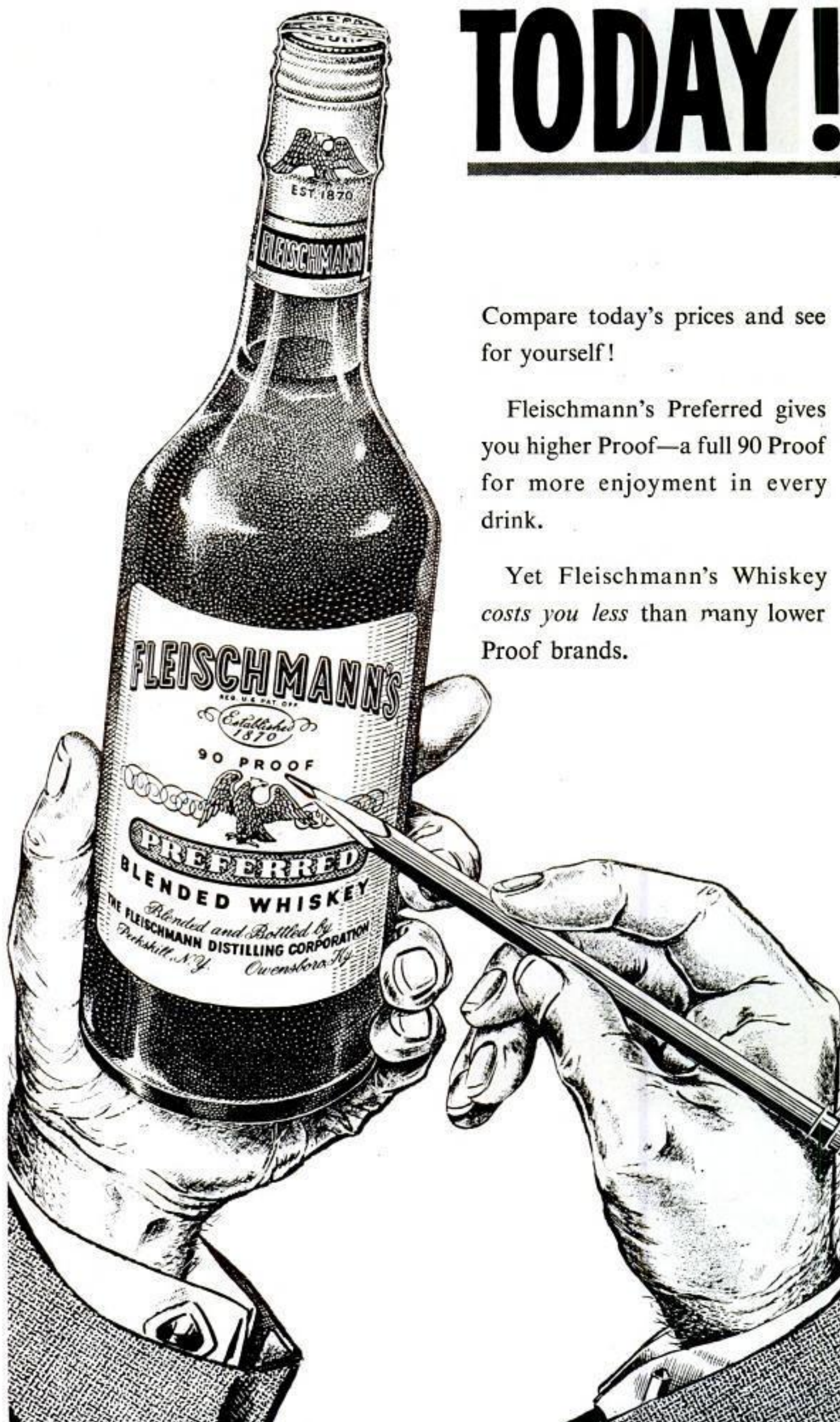
# HIGHER PROOF FLEISCHMANN'S IS AMERICA'S BEST WHISKEY VALUE

## TODAY!

Compare today's prices and see for yourself!

Fleischmann's Preferred gives you higher Proof—a full 90 Proof for more enjoyment in every drink.

Yet Fleischmann's Whiskey costs you less than many lower Proof brands.



BLENDED WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS  
THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK CITY



**FREE LOOK** at pay television is available to sidewalk crowds in Bartlesville, peering through windows of pay TV studio at a first-run movie on the station's monitor sets. The film they are watching is *Jeanne Eagels* with Kim Novak.

### PAY TV CONTINUED

players, while the crowds cheer their favorites from living room grandstands? Has the growing sophistication or apathy of the "free TV" viewer, assaulted by endless commercials and dreary programs, made this time particularly ripe for pay TV? A closer look at Bartlesville provides at least a hint at some of the answers.

Bartlesville, a prosperous town of 28,000, is regularly serviced by three television stations. Since the coming of television, movie business in Bartlesville (as in the rest of the U.S.) has suffered. Exhibitor Griffing saw in the hurtful medium itself a chance to recapture the lost audience. If the crowds would not come to the three local theaters, why not bring the theater to them?

To carry out this simple notion, Griffing has invested more than \$270,000 in equipment for Bartlesville's "Telemovies." Subscribers wired into his network have a daily choice of two movies playing continuously on otherwise-unused channel positions on their sets. But these are not the aged flickers which are the usual film fare on free television. Shown on Telemovies are such first-run films as *The Pajama Game* and *The Prince and the Showgirl*.

### How TV takes its toll in Bartlesville

**G**RIFING has actually been transmitting his pictures to subscribers for about a month, but it was not until last week that he began to charge for them. The response in Bartlesville has been enthusiastic and Griffing expects to wire 2,000 of the town's 8,000 sets within a year. Appliance dealers are already offering paid-up three-month subscriptions to Telemovies with the sale of new TV sets. A dentist has had a Telemovie wire attached to a portable set in his extraction room. Crowds of the curious line the street outside Griffing's studio window to watch movies free on the twin monitors there. And the reactions among the families who have Telemovies in their homes are almost universally good.

"I think it's a great advance," says an oil company executive. "At least we can get some pictures more recent than those made when I was a kid."

"For a family with a baby sitter problem," comments another viewer, "it's a great saving. And we don't get commercials."

"It's keeping more of my family home more of the time," says the father of four children. (But his 15-year-old son still takes his steady girl to the movies downtown because of the "obvious advantages.")

Neighbors without Telemovies are dropping in to catch the shows. Housewives are annoying the rest of their families by watching in the afternoon the show the others planned to see that night.

But the Bartlesville operation is relatively primitive. If pay TV becomes widespread, it will be enormously complex—and enormously profitable. It will be, in effect, a giant new industry, a tremendous threat to old-style television and a revolutionary departure from the American tradition of free broadcasting. While the small ball starts rolling in Bartlesville, the great debate over pay TV continues to rage. The basic questions of the debate are: How does pay TV work? Is it economically practical, both for the entrepreneurs and the consumers? Is it legal? Is it fair to viewers? Will

CONTINUED



# Helena Rubinstein

## New Skin Dew discovery supplies moisture night and day...for a fresh young look!

SKIN DEW is a remarkable new beauty discovery. From the first moment you use this fragrant pink lotion, it gives your skin the moisture and freshness of a young complexion.

Helena Rubinstein, the world-famous beauty scientist, developed SKIN DEW in Paris. It was an overwhelming success! Now available to American women, SKIN DEW works wonders for the health and beauty of your skin 24 hours a day!

SKIN DEW sinks deep into the skin's under layers, replacing the precious moisture that evaporates every day. It is instantly absorbed, without a trace of grease. Your dehydrated skin responds gratefully... like a thirsty flower!

Only Helena Rubinstein's SKIN DEW has *ferments lactiques*. They maintain the skin's healthy acid balance and help prevent flaking and blemishes.

Use SKIN DEW in the morning for dewy

freshness. Make-up goes on better, clings longer and you have a luminous look all day. At night invisible SKIN DEW is sheer heaven. No grease to get on anything. Lines and dryness melt away.

Give your skin the amazing benefits of SKIN DEW's night and day moisturizing. 3.00, 5.00 and 8.50 sizes.

Available at leading department and drug stores. Helena Rubinstein®, 655 Fifth Ave., New York 22, N. Y. Prices plus tax.





# UNIVERSAL Coffeematic

with the FLAVOR-SELECTOR



CHROME ON  
SOLID COPPER

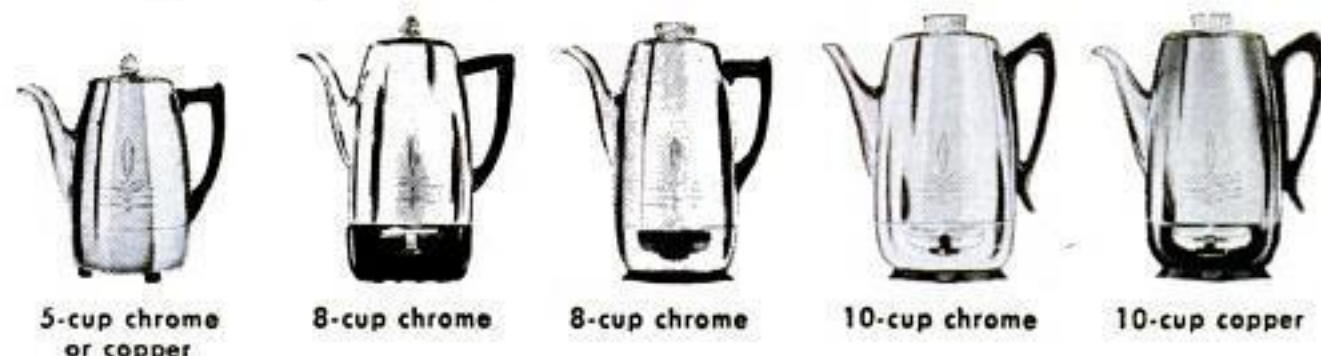
**No guessing ... no watching ... no reheating  
... it's *Completely* automatic!**

Coffeematic does it all! The magical Flavor-Selector lets you choose the exact strength you want and from then on you're sure of that same wonderful coffee every time ... automatically.

And whatever brand of coffee you prefer, Coffeematic will bring out the full flavor, for it never boils in a Coffeematic, preventing any bitter taste. It's the fastest, finest way to *good* coffee.

Ask your Universal dealer to show you all the models from \$19<sup>95</sup> in the Coffeematic line ... there's sure to be one for you.

**Big family or small — there's a Coffeematic for you!**



5-cup chrome  
or copper

8-cup chrome

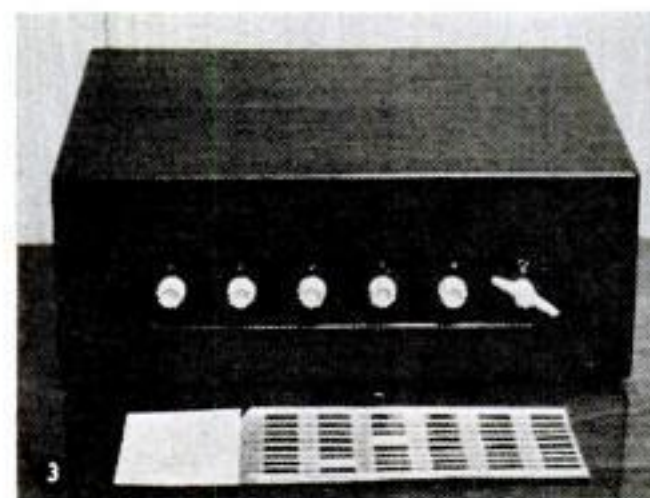
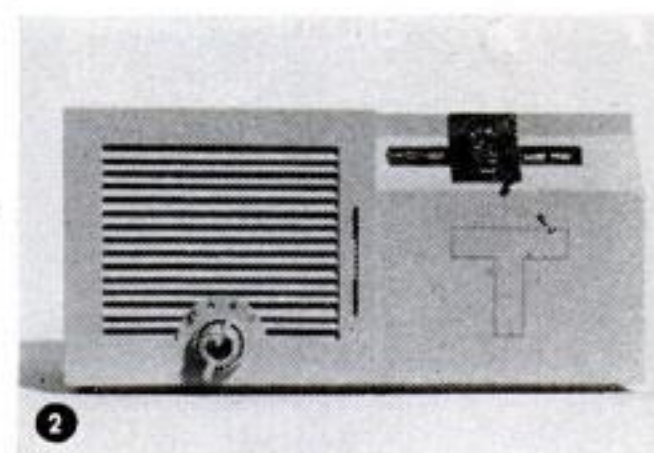
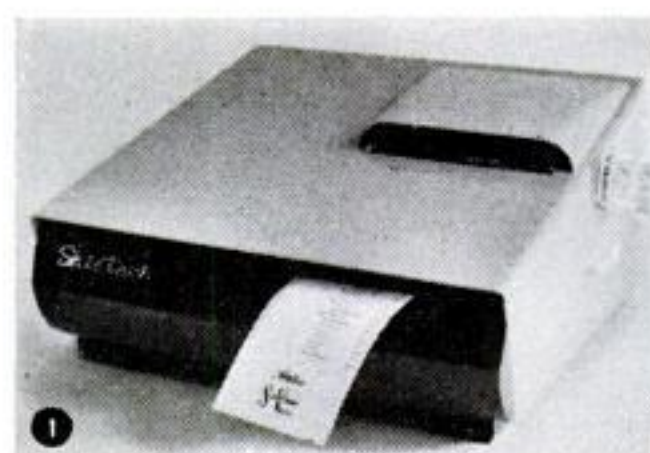
8-cup chrome

10-cup chrome

10-cup copper

## UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



**DECODERS** designed by major pay TV firms enable an owner to tune in program. Skiatron device (1) and Zenith's (3) use coded cards to clarify a scrambled picture. Cards list programs and are marked when used to enable company to compute later how much viewer owes. Telemeter decoder (2) unscrambles program when subscriber drops money into slot. Company collects the money periodically.

### PAY TV CONTINUED

it destroy conventional TV as it exists today? And what will it offer the customers? Each of these questions—and the answers from both sides—deserves to be studied in some detail.

#### How does pay TV work?

**A**LTHOUGH new ideas for pay TV systems are popping up almost daily, those which are most promising all include an attachment called a decoder. Until this electronic sentinel is activated, either there will be no picture or sound coming through the set, or both will be scrambled.

Three major pay TV systems have been successfully tested. The first, developed by the Zenith Radio Corporation, is called Phonevision, though it no longer has anything to do with phones. Six years ago when Zenith was testing its system with 300 families in Chicago, telephone lines were used to help unscramble the picture on the tube. The Zenith system today is designed for broadcasting over the air, but it could readily be converted to wire. The Phonevision customer at home has a special card listing the programs, the times they are on and the prices for each. By marking his card as instructed, the subscriber causes a hitherto-concealed five-digit number to pop into sight on the back. The subscriber then sets the five dials on his decoder and presto, the unscrambled program. At the end of each month he mails in his card on which the programs he saw are now recorded and gets a bill.

The second major pay TV system has been developed by the Skiatron Electronics & Television Corporation and is called Subscriber-Vision. Subscriber-Vision has contracted for the San Francisco Giants ball games and will have the Dodgers, too, if they move from Brooklyn to Los Angeles. This system also involves the use of a card listing attractions, times and prices, but it is inserted directly into the decoder. The subscriber presses a button which causes the card to be perforated, and the unscrambled picture comes into view. This card, too, is sent in for billing monthly.

The third system, developed by International Telemeter Corporation, 90% owned by Paramount Pictures Corporation, requires cash. A tiny loudspeaker on the decoder box broadcasts the time, price and channel of coming attractions. After getting this information from his Telemeter "barker," the customer sets a dial on his decoder, and the price he must pay pops up in a little cash window on the box. As soon as he puts his money in the slot, the customer gets his picture, and at the end of the month a collector picks up the proceeds.

The Bartlesville operation, the only one of its kind to date, is much simpler than any of these. Henry Griffing merely transmits his pictures by wire directly to the sets of his subscribers. Since the clients pay a monthly fee, no decoder is needed—anyone who has the service can turn his set on at any time and watch the films.

All of the systems—including Bartlesville's—involve the use of the viewer's present television set.

#### Is pay TV economically practical?

**T**HE initial outlay for any pay TV entrepreneur is a very large one. Telemeter expects to spend about \$100 per home, and Zenith estimates a figure only slightly smaller. For the present,

CONTINUED



# Over and over again—It's the same old story...

*Truly a formula that works*



*"Thirty days ago I turned  
back the hands of time!"*

IF anybody told me that a little capsule could make me feel 10 years younger in just 30 days... full of pep, energy and happy well-being, I would have thought he was joking. I felt like so many people around me, just all tired out by the day-to-day pressure of modern life. I could hardly keep up with my work. Everything seemed an effort. My friends and family said I acted like an old lady.

Then one day I came across a Vitasafe ad. It explained that many people nowadays may be well-fed and yet be under-nourished because of the lack or destruction of certain vital elements in their food due to storage, processing, freezing, cooking, etc.

It told how thousands of folks who have lost their full vitality because of this very common lack of balance in their diet now enjoy full, rich, happy

lives again—thanks to high-potency Vitasafe C. F. capsules.

Well, since they offered a 30-day free trial supply of this high-potency nutritional supplement, I thought I might as well see whether it could help me. I sent in the coupon. *Believe me, that was the smartest thing I ever did.*

Now, I have the pep and healthy glow I last had years ago. And I enjoy my work, my family and friends more than I can ever remember.

If you just don't feel 100% up-to-par, you may also be suffering from this common nutritional deficiency. YOU would be smart to see how much younger and peppier you may feel by taking safe, pure Vitasafe capsules. So why not send for a free 30-day supply, *right now!*

*"I thought I always  
had to be so tired!"*

I ALWAYS felt simply "run-down." People were thinking of me as a "spoil-sport." I didn't know why until my doctor put me wise. He told me that I acted like a man much older than myself... and explained *why* I felt "tired"... *why* my youthful vigor was slipping away... *why* my family was beginning to think of me as a run-down man.

He told me how a vitamin-mineral deficiency in my diet could bring on these symptoms—rob me of the joys of living... and suggested that I supplement my diet with pep-building vitamins and minerals. Thousands of others had found new energy, new youth, new happiness by adding these essential factors to their diet.

Well, I put off doing anything about my condi-

tion—until one day I read the Vitasafe ad in a magazine, offering a 30-day FREE supply of high-potency Vitasafe C.F. Capsules! I figured *I had nothing to lose*, so I mailed the coupon. When my free supply arrived, I began taking one Capsule a day. In a short time, I began to feel like a new man! My pep and vigor came back, I continued with the Vitasafe Plan—and I felt stronger—younger—more energetic!

Today, no one thinks of me as a "run-down old man." I've got pep and energy to burn, and I have fun like a fellow half my age! *And you may too!* Why don't you take advantage of this sensational free offer to see for yourself whether you too can feel peppy and full of life! Accept this *no risk offer* as I did.



## Try These High Potency Capsules Yourself 30 DAYS FREE

*You pay only 25¢ to help cover postage and shipping expense*

Safe, Nutritional Formula Containing 27 Proven Ingredients: Glutamic Acid, Choline, Inositol, Methionine, Citrus Bioflavonoid, 11 Vitamins (Including Blood-Building B-12 and Folic Acid) Plus 11 Minerals

To prove to you the remarkable advantages of the Vitasafe Plan... we will send you, without charge, a 30-day free supply of high-potency VITASAFE C.F. CAPSULES so you can discover for yourself how much healthier, happier and peppier you may feel after a few days' trial! Just one of these capsules each day supplies your body with over *twice* the minimum adult daily requirement of Vitamins A, C, and D—*five times* the minimum adult daily requirement of Vitamin B-1, and the *full* concentration recommended by the National Research Council for the other four important vitamins! Each capsule contains the amazing Vitamin B-12, a remarkably potent nutrient that helps nourish your body organs. Vitasafe Capsules also contain Glutamic Acid, a natural substance derived from wheat gluten and thought by many doctors to help nourish the brain cells for more power of concentration and increased mental alertness. And now, to top off this

exclusive formula each capsule also brings you an important dosage of Citrus Bioflavonoid—the anti-cold factor that has been so widely acclaimed. This formula is so complete it is available nowhere else *at any price!*

### POTENCY AND PURITY GUARANTEED

You can use these Capsules confidently because U. S. Government regulations demand that you get exactly what the label states—pure ingredients whose beneficial effects have been proven time and time again!

### WHY WE WANT YOU TO TRY A 30-DAY SUPPLY—FREE!

So many persons have already tried VITASAFE C.F. CAPSULES with such outstanding results... so many people have written in telling us how much better they felt after only a short trial... that we are absolutely convinced that you, too, may experience the same feeling of health and well-being after a similar trial. In fact, we're so convinced

that we're willing to back up our convictions with our own money. You don't spend a penny for the vitamins! All the cost and all the risk are *ours*.

### AMAZING PLAN SLASHES VITAMIN PRICES ALMOST IN HALF

With your free vitamins you will also receive complete details regarding the benefits of this amazing new Plan that provides you regularly with all the factory-fresh vitamins and minerals you will need. *You are under no obligation to buy anything!* If after taking your free Capsules for three weeks you are not entirely satisfied, simply return the handy postcard that comes with your free supply and that will end the matter. Otherwise it's up to us—you don't have to do a thing—and we will see that you get your monthly supplies of capsules *on time* for as long as you wish, at the low money-saving price of only \$2.78 per month (*a saving of 45%*). Mail coupon now!



### EACH DAILY VITASAFE CAPSULE CONTAINS

Choline Bitartrate	31.4 mg.	Niacin Amide	40 mg.
Inositol	15 mg.	Calcium Pantothenate	4 mg.
dl-Methionine	10 mg.	Vitamin E	2 I.U.
Glutamic Acid	50 mg.	Folic Acid	0.5 mg.
Lemon Bioflavonoid	50 mg.	Calcium	75 mg.
Complex	5 mg.	Phosphorus	58 mg.
Vitamin A	12,500 USP Units	Iron	30 mg.
Vitamin D	1,000 USP Units	Cobalt	0.04 mg.
Vitamin C	75 mg.	Copper	0.45 mg.
Vitamin B <sub>1</sub>	5 mg.	Manganese	0.5 mg.
Vitamin B <sub>2</sub>	2.5 mg.	Molybdenum	0.1 mg.
Vitamin B <sub>6</sub>	0.5 mg.	Iodine	0.075 mg.
Vitamin B <sub>12</sub>	2 mcg.	Potassium	2 mg.
		Zinc	0.5 mg.
		Magnesium	3 mg.

We invite you to compare the richness of this formula with any other vitamin and mineral preparation.

**SPECIAL FORMULA FOR WOMEN ALSO  
AVAILABLE. CHECK COUPON IF DESIRED.**

VITASAFE CORPORATION, 43 West 61st Street, New York 23, N. Y.

IN CANADA: 394 Symington Ave., Toronto 9, Ontario

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### VITASAFE CORP.

43 West 61st Street, New York 23, N. Y.

172-4

Yes, I accept your generous no-risk offer under the Vitasafe Plan as advertised in this magazine.

Send me my FREE 30-day supply of high-potency Vitasafe Capsules as checked below:

☐ Man's Formula ☐ Woman's Formula  
I ENCLOSE 25¢ PER PACKAGE for packing and postage.

Name.....

Address.....

City..... Zone..... State.....

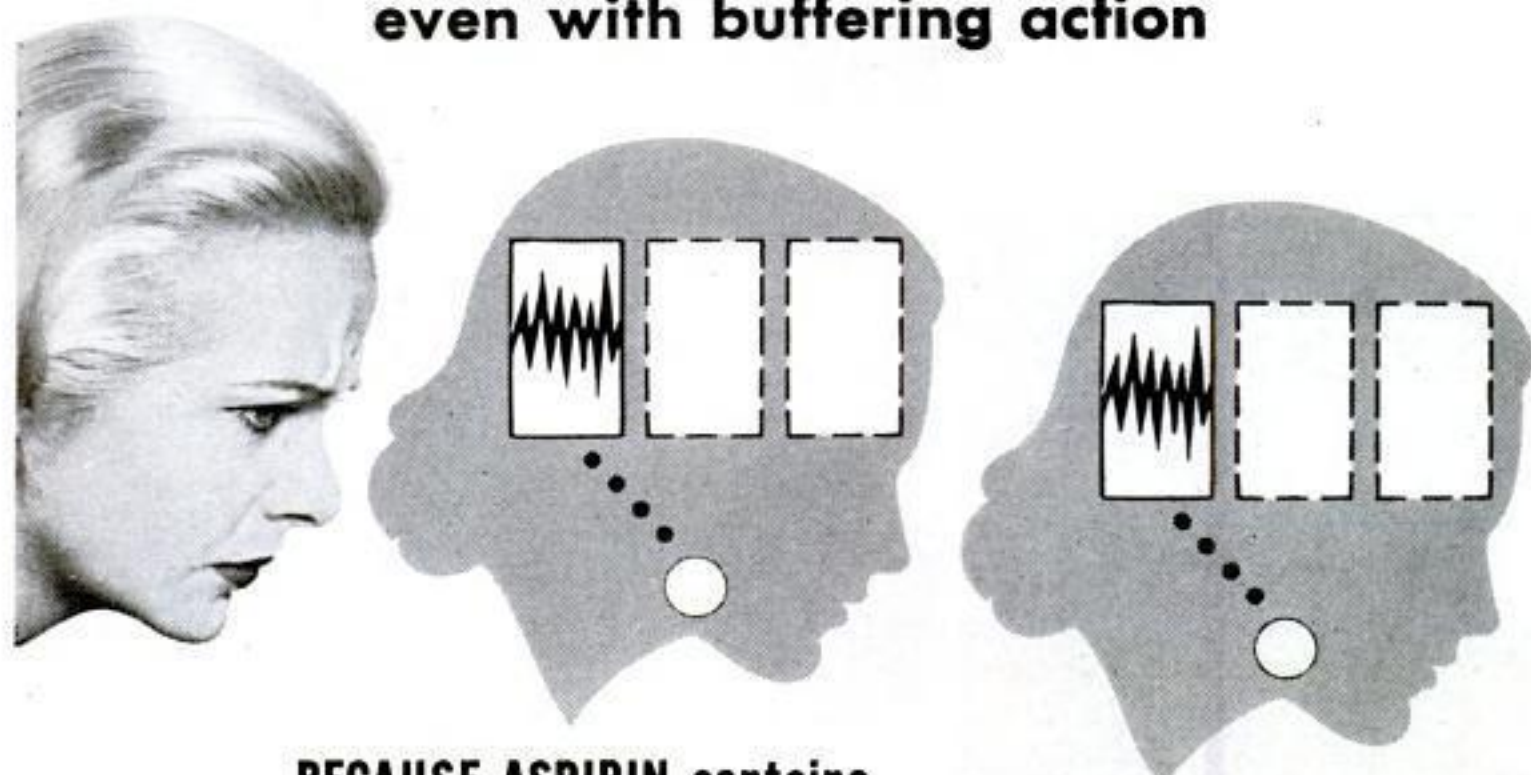
This offer is limited to those who have never before taken advantage of this generous trial. Only one trial supply per person.

IN CANADA: 394 Symington Ave., Toronto 9, Ont.  
(Canadian Formula adjusted to local conditions.)

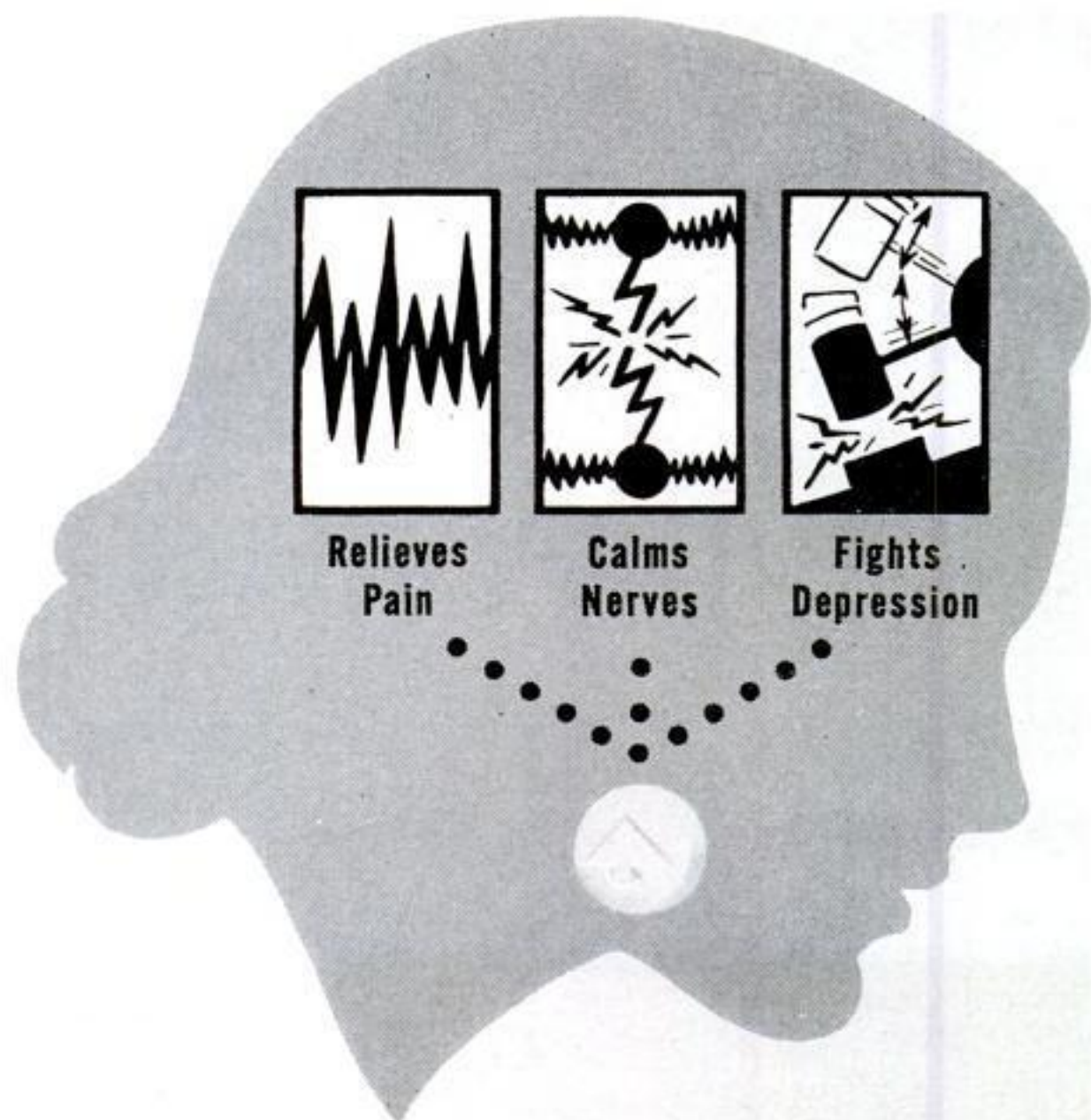


# Here's why **ANACIN**<sup>®</sup> gives better TOTAL results in **PAIN RELIEF**

better than aspirin...  
even with buffering action



**BECAUSE ASPIRIN** contains  
only one pain reliever..... **ADD BUFFERING ACTION**  
and you still have only one.



**BUT ANACIN** relieves pain, calms nerves, fights depression.

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a *combination* of medically proven active ingredients. Anacin (1) gives fast relief from pain of headache, neuritis and neuralgia. (2) Calms jittery nerves—leaves you *comfortably relaxed*. (3) Fights depression. Thus, Anacin gives you better TOTAL results in pain relief than you get from aspirin, even plus buffering action. And Anacin does *not* upset the stomach. Buy Anacin Tablets today.

**3 out of 4 doctors  
recommend the ingredients  
of ANACIN**



## PAY TV CONTINUED

both Telemeter and Skiatron plan wired transmission instead of straight broadcasting, and the cost of wire is staggering. Skiatron's optimistic estimate for a 1.5 million-set network in greater Los Angeles calls for 43,000 miles of wire. Using ordinary coaxial cable, such a network would cost in the neighborhood of \$90 million to install. Skiatron engineers have developed a far cheaper wire which they claim will do the job, but even that would cost \$12 million.

Is this capital investment worthwhile? Nobody knows for sure how much pay television the average viewer can afford. But Bartlesville families are paying their \$9.50 a month, and when Telemeter ran tests in Palm Springs in 1953, the 150 families involved spent an average of \$10 a month each. Theater television, in which fight fans pay up to \$5 or \$6 for movie theater seats to see a closed circuit telecast, has been a reality for six years. Ex-Middleweight Champion Ray Robinson was guaranteed \$255,000 for the theater-TV rights to his fight with Carmen Basilio last month.

A profitable audience, the pay TV promoters say, does not have to be particularly large. If a pay TV system offered a Metropolitan opera performance at \$1, only 150,000 viewers would be required to make it profitable.

The New York Giants received approximately \$10,000 a game from their television sponsors. The Giants' average New York TV audience was estimated at about one million. When the team goes to San Francisco, Skiatron executive Matthew Fox figures that his system needs to deliver only 100,000 fans a game at 50¢ a head to give the Giants a daily take of \$12,000. Skiatron proposes to televise the "away" games too, which could double the profits for all concerned.



**PAY TV EXECUTIVE** Matthew Fox heads Skiatron-TV, which will carry next year's West Coast baseball games.

### Is it legal?

**T**HERE is nothing in our laws to say that pay TV is illegal—so far. But last month's FCC announcement that it was prepared to grant licenses for a pay trial immediately drew fire from Capitol Hill, where bills to ban pay TV have been proposed in both houses of Congress. Whatever the FCC does, Congress seems likely to get into the act during its next session. During the three years that the FCC studied the question of authorizing a test, it was bombarded by letters and wires from 25,000 different sources, full of angry words like "stranglehold" and "Frankenstein." Congressmen have been hearing these words, too, notably from the networks.

Broadcast pay TV at least is subject to FCC regulation, but there seems to be nothing in the law so far to regulate the wired version, much less prevent it—which the broadcasters would dearly love to do. Legal experts speculate, however, that wired TV traveling across state lines might be classified as a common carrier and thus be subject to government checks. Said FCC Chairman John Doerfer in a recent speech: "Anyone who envisions huge profits in wired television had better look over his shoulder. That warm feeling of a golden glow may merely be the hot breath of regulation."

### Is it fair to viewers?

**R**ICHARD SALANT, a Columbia Broadcasting System vice president who has headed the network's legal phalanx in the battle against pay TV, lumps all the complex decoders, cards and coin boxes together as "disinventions," insidious extractors which will force people to pay for something they now receive free.

The networks, their affiliates, many independent stations, movie exhibitors and others have taken the moral stand that the air waves are free and that transmissions over them should be received at the home for no cost. This stand is supported by tradition rather than law. Americans have never paid for broadcasts; it would be, say the free TV people, an injustice to make them start now.

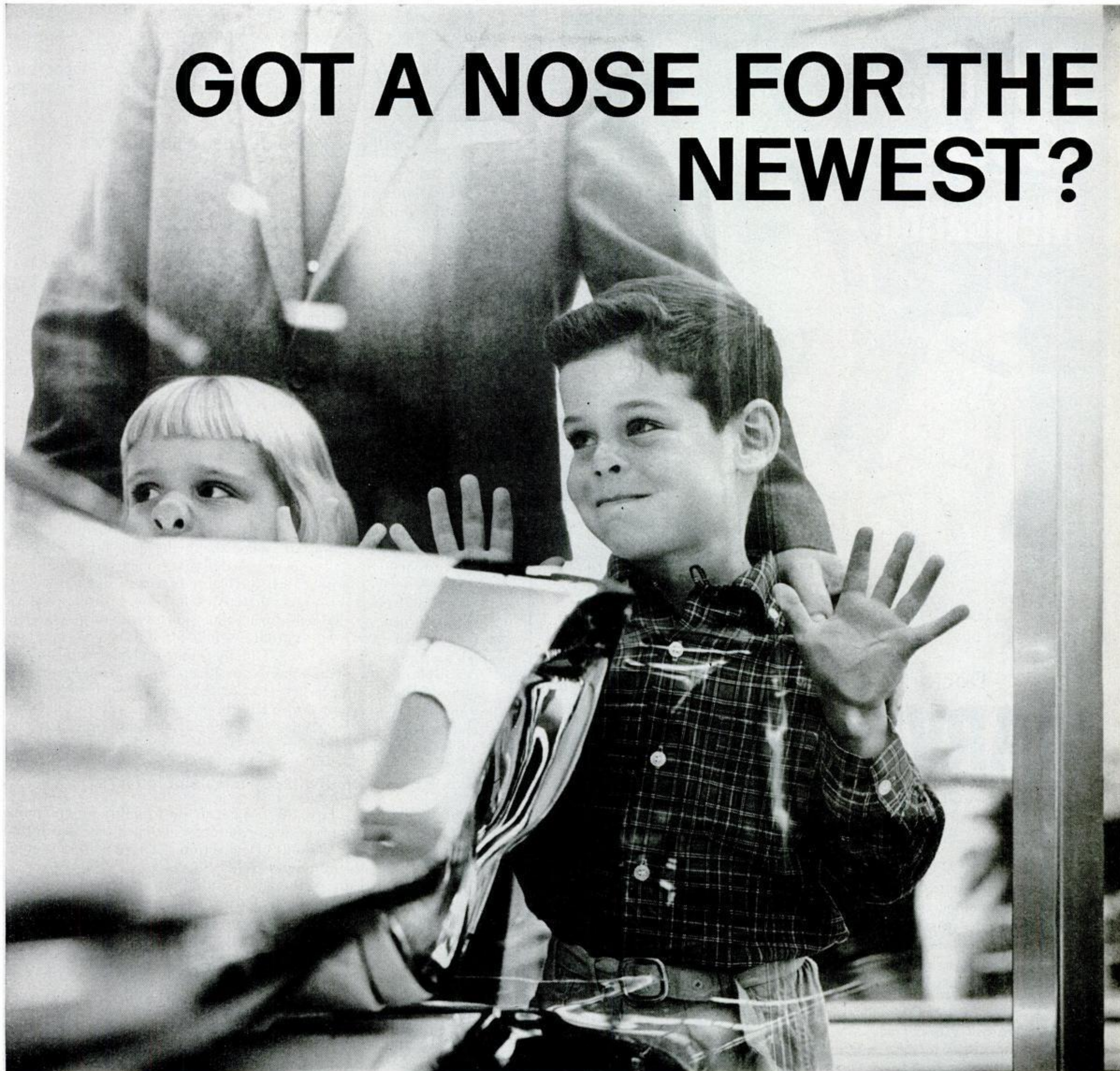
Nonsense! retort pay TV proponents. Americans have always been willing to pay for value received. Nobody is going to make them pay even now, but they should have the choice if a value can be offered which is greater than that offered on free TV. Besides, say the pay TV people, free TV really is not free anyway. To be sure, the advertiser pays for the show, but cost is included in the price of his product and is ultimately paid by the consumer.

A related question is whether pay TV would dispense entirely with commercials, among the most critically belabored features

CONTINUED



# GOT A NOSE FOR THE NEWEST?



WHEN YOU'VE SEEN 'EM ALL FOR '58 . . . WE THINK YOU'LL AGREE  
YOU'LL BE YEARS AHEAD WITH A CAR OF THE *FORWARD* LOOK,  
IN STYLING — RIDE — PERFORMANCE — VALUE — IN EVERY WAY!

FOR '58, MORE THAN EVER, THE *FORWARD* LOOK IS THE ADVANCE DESIGN



**CHRYSLER CORPORATION**

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## NEW! Clearasil Lotion Medication

Doctors' Scientific Formula

# 'STARVES' PIMPLES

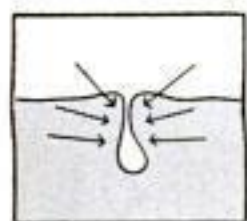
SKIN-COLORED... hides pimples while it works

CLEARASIL is the new-type medication especially for pimples. Clinical tests prove it *really works*. And now you can get CLEARASIL as a smooth, soothing Lotion in handy squeeze-bottle! In Tube or Lotion, CLEARASIL gives you the medications prescribed by leading skin specialists... works in a way no so-called "medicated" cosmetic or skin-cream can!

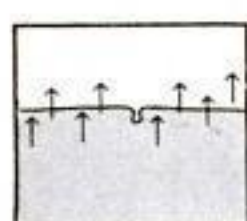
### How Clearasil Works Fast:



1. **Penetrates pimples**... 'keratolytic' action softens, dissolves affected skin tissue so medications can penetrate... encourages quick growth of healthy, smooth skin!



2. **Stops bacteria**... antiseptic action stops growth of the bacteria that can cause and spread pimples... helps prevent further pimple outbreaks!



3. **'Starves' pimples**... oil-absorbing action 'starves' pimples... dries up and helps remove excess oil that 'feeds' pimples... works fast to clear up pimples!

**Ends Embarrassment.** The skin color of CLEARASIL blends with any complexion. Hides pimples and blackheads amazingly while it works. CLEARASIL is

greaseless, stainless, pleasant to leave on day and night for uninterrupted medication.

Also, the penetrating medical action you get with CLEARASIL softens and loosens blackheads so they 'float' out with normal washing. And CLEARASIL works at the source of the blackhead problem by drying up excess oil which may clog pores.

### Proved by Skin Specialists...

Guaranteed! In clinical tests on over 300 patients, 9 out of every 10 cases of pimples were completely cleared up or definitely improved while using CLEARASIL (either Lotion or Tube). It's *guaranteed* to work for you or money back! Economical, long-lasting Lotion squeeze-bottle, only \$1.25 (no fed. tax) or Tube, 69¢ and 98¢. Get CLEARASIL at all drug counters.

Largest-Selling  
Pimple  
Medication  
in America  
(Including Canada)



## PAY TV CONTINUED

of conventional television. Pay proponents say that there will be no advertising. But once the systems gain wide acceptance, what is to prevent a franchise holder from selling commercial time? Says the president of one major advertising agency: "There is no reason why TV, like the print media, should not receive income from both commercial interests and the general public they serve."

### Will pay TV destroy conventional TV?

**M**ANY of the broadcasters say that, once started, pay television would gradually siphon off all the attractions now seen for nothing, because enormous profits from the toll systems would make it impossible for advertisers to bid successfully for programs against them. In other words, the broadcasters fear that pay television could put them out of business, and they insist that the public would be the heavy losers.

Pay television people scoff at this argument. They say that their service will be "additive," bringing to the home viewer only that entertainment heretofore unavailable to him. "Our philosophy," says Skiatron's Matthew Fox, "is to present to subscribers only those attractions the public is currently paying for." The basic assertion by all three pay systems is that they will have to bring something special to the viewer because he certainly would not pay for most of what he is getting now.

Indeed the networks have shown a tendency to fill the air with more and more trite, bland and just plain dreadful material (*Variety's* Oct. 2 headline reads: "NEW TELEVISION SEASON A DUD"). But conventional broadcasters have always produced and will continue to produce some programs that are well worth anybody's time. And for that matter, anybody's money. Why should Mary Martin do *Peter Pan* for NBC when she might make far more doing it for pay television? It is even possible that some people would pay a quarter to see Harold Craig, the learned farmer, on *Twenty-One*.

The networks also argue that pay television's operation over regular broadcast channels during the prime evening times—when it could make the greatest profit—would cut down the viewers' opportunities to see free shows. The toll people reply: we won't be doing anything but giving the folks another choice. We'll be seen on independent stations where the extra revenue we bring will be welcome. We certainly won't be broadcasting over the network stations. Network programs will still be available to everyone with a television set.

### What will pay television offer?

**S**AYS Skiatron's Fox: "We've got to start quality programming on Day One. Our success or failure will depend on that rather than on devices or methods of collection." There will, of course, be sports and current movies. What else?

"We've got many of the best cultural attractions of the world lined up," Fox continues. Exactly what this means is anybody's guess. Claiming competitive reasons, Fox refuses to be specific. But from what all three leading toll outfits say in their pitch to prospective franchise holders (who would service, maintain and, in certain cases, provide programming for the systems in the various localities), they consider that Broadway plays, the ballet and Metropolitan Opera would be profitable pay TV fare. *My Fair Lady* is a title which keeps popping up in conversations with toll television people. Apparently without giving a second thought to the one-in-a-million quality of this musical gem (or to the fact that its majority ownership resides with CBS), they offer it as an example of the sort of thing that could be put on regularly. Wouldn't that be lovely?

Many pay critics find it hard to believe that great numbers of people would pay \$1 or more to watch ballet or opera when they could just flip a dial and watch Dinah Shore for free. But NBC has twice presented the Sadler's Wells Ballet (now the Royal Ballet) on the air, in massive cultural doses of 90 minutes each, and both times the national audiences have ranged between 30 and 37 million. The income potential involved in putting such shows before a *paying* audience is obviously enormous.

Such possibilities of profit give some credence to the pay people's insistence that educational programming would get a boost on toll television. A university extension division could be a franchise holder, and its offerings would not have to draw greatly to be economically successful. But free television people scoff at this. Why, they ask, would toll television use its limited channels to put on a small winner if bigger ones were available?

Proponents of pay television have a tendency to talk about "quality programming" as if it were mainly a matter of more money,

CONTINUED





**For longer wear** every Lees yarn is expertly "engineered" to bring out the best in each. Here's *Sierra*. Over 9200 springy all-wool loops per square foot give you extra durability, resiliency, at moderate cost. 13 decorator colors. About \$140, room size 9 x 12.



**For vibrant, lasting color** Lees carpet yarn is deep-dyed with special long-lasting dyes. Take *Virginian*. 25 different colors are used in this pattern to give you glorious color combinations in this luxurious all-wool carpet. About \$170, room size 9 x 12.



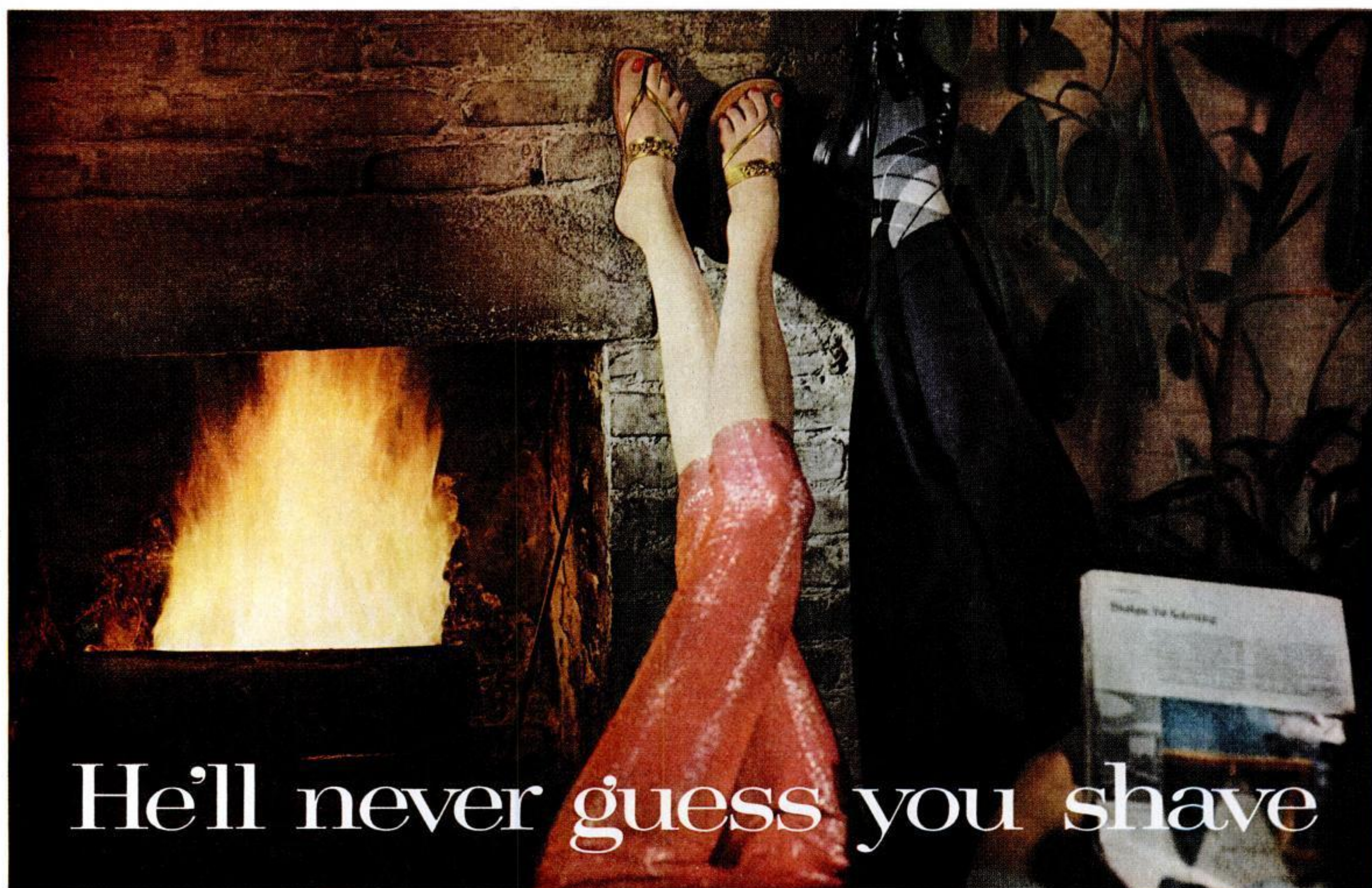
**For the most value** for your money. Own a Lees carpet for as little as 36¢ a day—about \$10 a month on the Lees dealer budget plan. Take *Sparkletuft*. New tweed weave of 100% rayon for rich color at low cost. Heavy texture. Hard to stain. About \$95, room size 9 x 12.

Lees carpets are sold through authorized dealers at prices ranging from \$4.95 to \$24.95 per square yard. You can trust your Lees dealer to give you expert advice and arrange time payments to suit you.

You'll be  
happier  
with those  
heavenly  
carpets  
by  
LEES







# He'll never guess you shave

## ...a Lady Schick shaves so smo-o-oth

Your legs and your underarms will look as if you didn't grow a hair . . . that's what a Lady Schick can do for you.

If you've been using a blade razor . . . using a Lady Schick *electric* shaver won't even feel like shaving. It's fun! That's because a Lady Schick *shaves your hair only*. But a blade razor shaves and scrapes a little of your skin, too. It has to — otherwise you couldn't get a shave at all. That's why legs shaved with blade razors have that dry, patchy look. But with a Lady Schick, they're satin-smooth.

And a Lady Schick isn't made like a *man's* shaver as some ladies' electric shavers are. Schick knows you shouldn't use the same shaving edge under your arms that you do on legs. The skin is too tender there. That's why Lady Schick gives you two sides — one for underarms, one for legs. And, oh, what a difference that makes!



**A woman really needs two sides**

**One side for underarms** where the skin is tender. Lady Schick shaves close but so *gently*, you can use a deodorant immediately. **AND IT WON'T HURT!**

**One side for legs.** Especially designed for a *lady's* legs. Gives you the closest shave—the smoothest shave possible. **AND WITHOUT SKIN SCRAPE!**



See these and the other fabulous Lady Schick designs.

ORIENTAL

SOPHISTICATE

FORGET-ME-NOT

BALLERINA

© 1957, Schick Incorporated; Lancaster, Pa.

From **\$14.95** — A small price to pay for years of feminine comfort. Try it! Most stores offer a 14-day **FREE HOME TRIAL**.

# Lady Schick

-the most feminine thing since legs



## PAY TV CONTINUED

as if tremendous income and the resultant ability to pay high salaries will draw newer, bigger talent out of its hiding places on stages and in concert halls and spur existing talent on to greater things. There seems little doubt that new money would indeed stimulate all creative branches of the entertainment industry. New audiences would be provided for theater groups, opera, ballet and all sorts of "cultural" attractions which, because of rising costs and the advertisers' demand for high ratings, do not appear often enough on regular television. The movie industry is already enchanted by the possibility of a great new source of revenue which could return their investments almost overnight. But one sad truth must be remembered: big film and television budgets in the past have produced some supercolossal turkeys, and there is no reason to assume that both mediums would not continue to produce bad shows along with the good for a paying home audience.

Under any circumstances quality in entertainment is a successful blending of taste and talent in a good idea. Pay television could probably bring additional quality to the home screen; on some afternoons the Giants will even play quality baseball. But there is little basis for the hope that a decoder attachment on top of his television set is all that stands between the viewer and endless enjoyment. Money does not guarantee quality.

SO the arguments go. And so they will continue to go until an appreciable number of customers actually start using toll television. Broadcasters with already established programming facilities are waiting to see what happens. Some independent stations are definitely interested in acquiring pay franchises. And some network executives hint a distinct readiness to jump into pay TV if catastrophe strikes. Given sufficient cause, says one network vice president, "us rats would desert that sinking ship in a hurry."

What will pay television do to the American home? It will undoubtedly create a new column in the average family's budget book. Watching will be limited by dollars, not by endurance. How many ball games at 50¢, new movies at \$1, *My Fair Lady*s at \$2 (all prices imaginary and subject to change without notice) can the Doaks family afford each month? Eight dollars' worth? \$10? \$50?

Will baby-sitting become an obsolete profession? Will the Skiatron decoder card have to be hidden from the children? Will the Telemeter father have to come home each night with pocketsful of change? Will neighbors without a Zenith unscrambler have to pay before they take their seats in the living room? Will there be a rash of irate shootings of decoder boxes in which the money has been placed without causing the picture to appear?

The best likelihood for the immediate future, all alarms and excursions to the contrary, is that toll television and free television will exist together, that there will prove to be room for both. The U.S. public presumably does not need to be protected against its own appetite for entertainment. The viewer has already learned how to turn off the set, and if he is not pleased by entertainment he has to pay for, he will turn it off even faster. And he can always ignore his decoder and watch a free channel.

The broadcasters will doubtless be stimulated by this new competition. To keep the viewer's hand from his pocket, they will have to turn more and more effort to the problem of creative programming. It will be a fight without quarter between industrial giants—in which the desperate broadcasters might, as the cartoon below suggests, resort to a really merciless act.



BY SID HIX IN BROADCASTING • TELECASTING

"... and now a special bulletin regarding the murder mystery to be shown over the local toll TV circuit tonight... the butler did it!"

**READY FOR  
SOMETHING BETTER?**

For the lighter highball, cocktail or mixed drink...

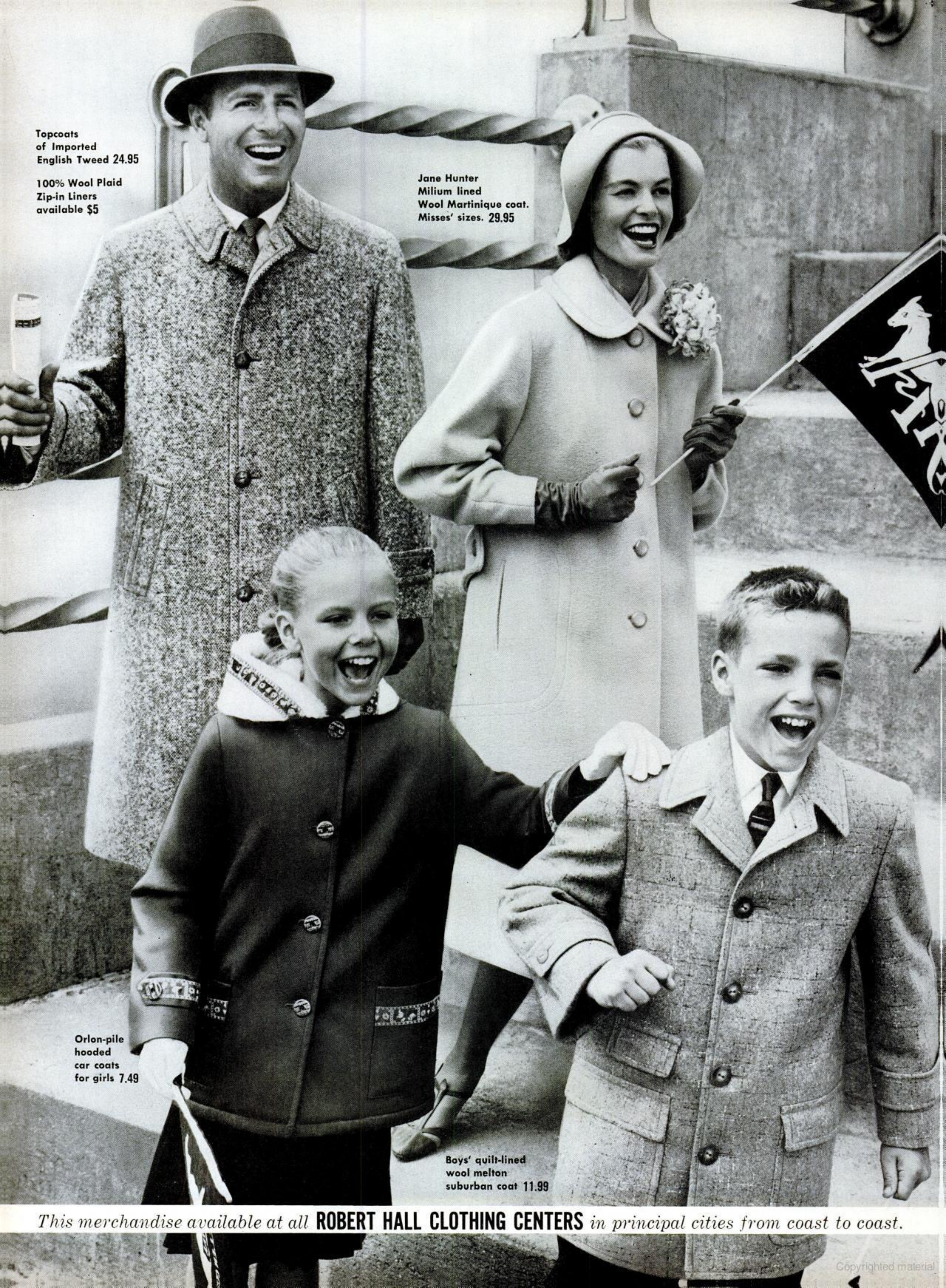
# Change to CORONET VSQ BRANDY

WINNER OF GOLD MEDAL AWARD FOR EXCELLENCE  
CALIFORNIA STATE FAIR, 1957



BRANDY DIST. CO., N. Y., N. Y., CALIFORNIA GRAPE BRANDY, 84 PROOF





Topcoats  
of Imported  
English Tweed 24.95

100% Wool Plaid  
Zip-in Liners  
available \$5

Jane Hunter  
Milium lined  
Wool Martinique coat.  
Misses' sizes. 29.95

Orlon-pile  
hooded  
car coats  
for girls 7.49

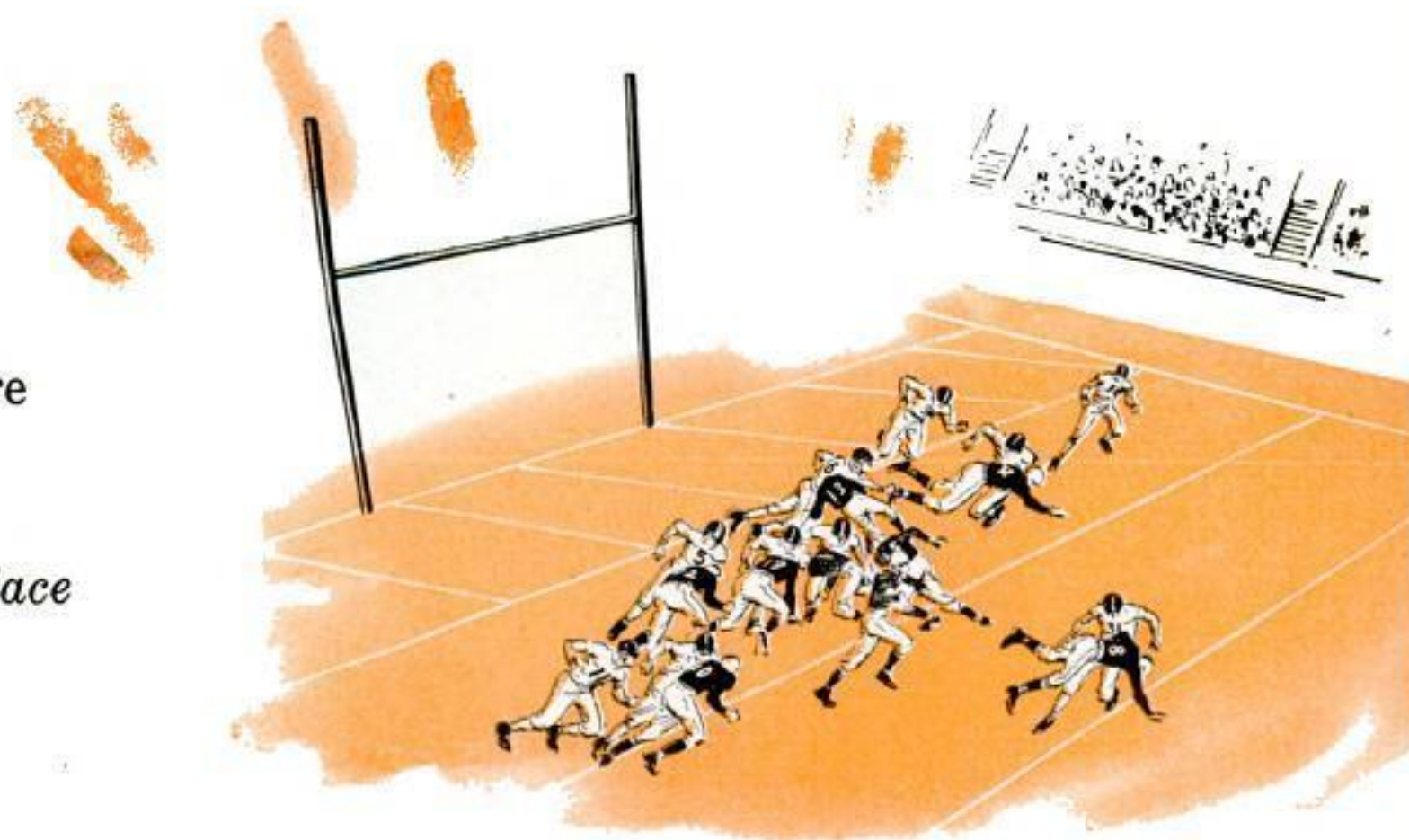
Boys' quilt-lined  
wool melton  
suburban coat 11.99

*This merchandise available at all* **ROBERT HALL CLOTHING CENTERS** *in principal cities from coast to coast.*



## LET'S FACE FACTS!

Most prices this Fall are up — production costs are moving ahead — no matter what you need for yourself or your home, you will probably have to pay more than you paid before — *and yet in the face of these facts...*



# ROBERT HALL HOLDS THE LINE..

**and brings down the cost of dressing up your family.... here are the values that prove it!**

Lady Lucy Schiffli-embroidered coats for misses . . . . .	32.95	Men's Westerfield suits in all-wool flannels . . . . .	31.95
Jane Hunter striped or solid wool hooded car coats . . .	15.95	Men's Golden Emblem suits in fine worsteds . . . . .	42.95
Jane Hunter quilt-lined cotton sateen car coats . . . . .	9.88	Men's all-wool luxury velour topcoats, satin-lined . . .	42.95
Jane Hunter fashion dresses in all ladies' sizes . . . . .	7.89	Men's trim-look sports coats in luxury wools . . . . .	19.95
Jane Hunter all-wool skirts for misses and women . . . .	3.89	Men's Westerfield slacks in all-wool flannels . . . . .	8.95
Jane Hunter orlon sweaters for misses and women . . . .	3.89	Men's wash 'n' wear sheen gabardine Fall slacks . . . .	6.95
Jane Hunter misses' western-style corduroy slacks . . . .	2.89	Men's quilt-lined 22-oz. melton suburban coats . . . . .	15.88
Jane Hunter orlon-wool and wool jersey blouses . . . . .	2.89	Men's fully quilt-lined gabardine surcoats . . . . .	9.88
Little Miss Robin smart all-wool coats for girls . . . . .	17.95	Boys' quilt lined sateen hooded parkas, car coats . . . . .	9.99
Little Miss Robin dresses for fashion-minded girls . . . .	4.95	Boys' gabardine, corduroy or flannel washable slacks . .	3.99

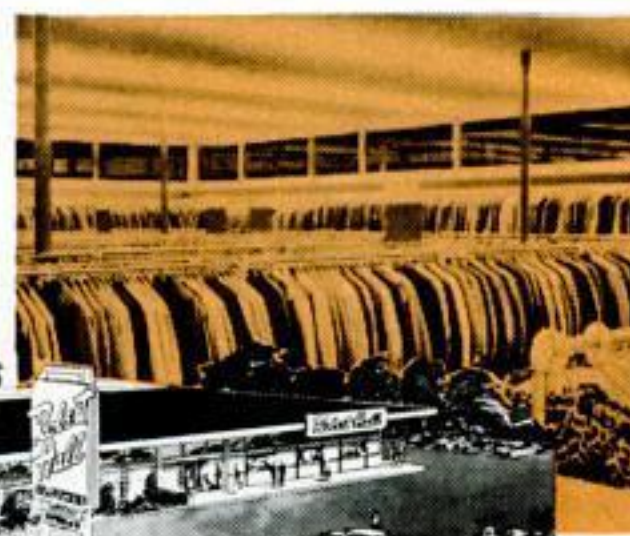
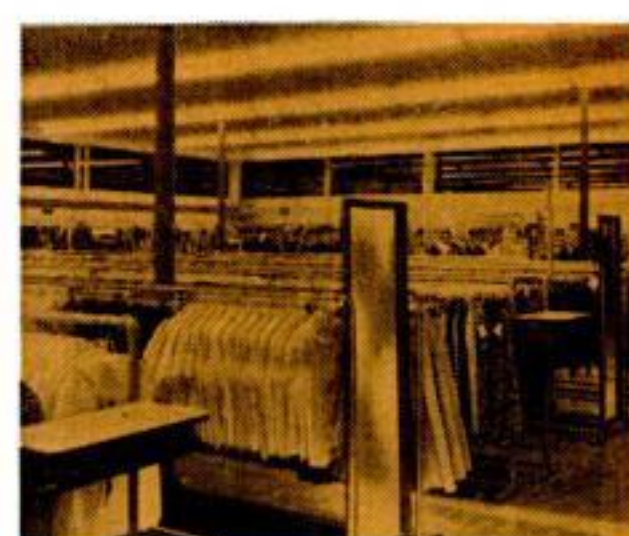
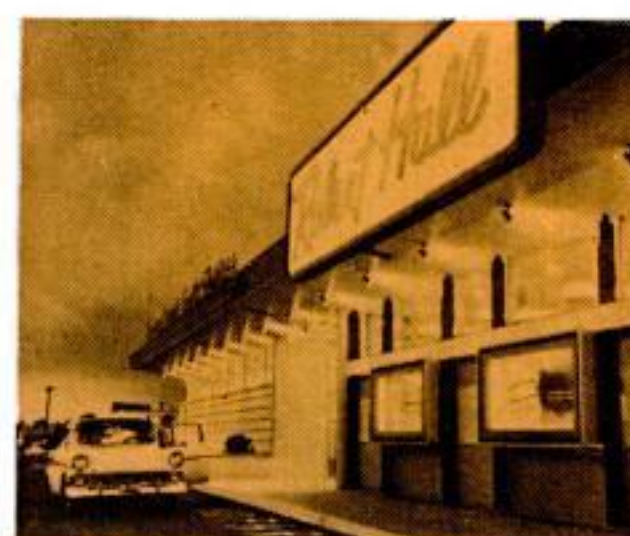
*Millions of thrifty shoppers save  
the Robert Hall Low Overhead Way...  
and here's why!*

NO SHOW WINDOWS...no expensive displays...you save!

NO FANCY FIXTURES...Robert Hall cuts costs...you save!

NO HIGH RENTS...nearby highway locations...you save!

PAY CASH, PAY LESS...no credit losses, no costly bookkeeping!



## Robert Hall

AMERICA'S LARGEST FAMILY CLOTHING CHAIN



A DIVISION OF THE UNITED MERCHANTS & MFRS.



Quality at your feet...



the softest,  
most flexible  
shoes  
you've ever  
had on  
your feet

*soft touch*

Air Step's exclusive  
new process gives you the lightest,  
softest shoes ever. They mold around your  
foot like a glove. You've never known  
such fit and beauty.

*Shoes Illustrated, 12.95  
Denver West, 13.95*

*Other styles, 8.95 to 12.95  
Denver West, 9.95 to 13.95*

LONDON

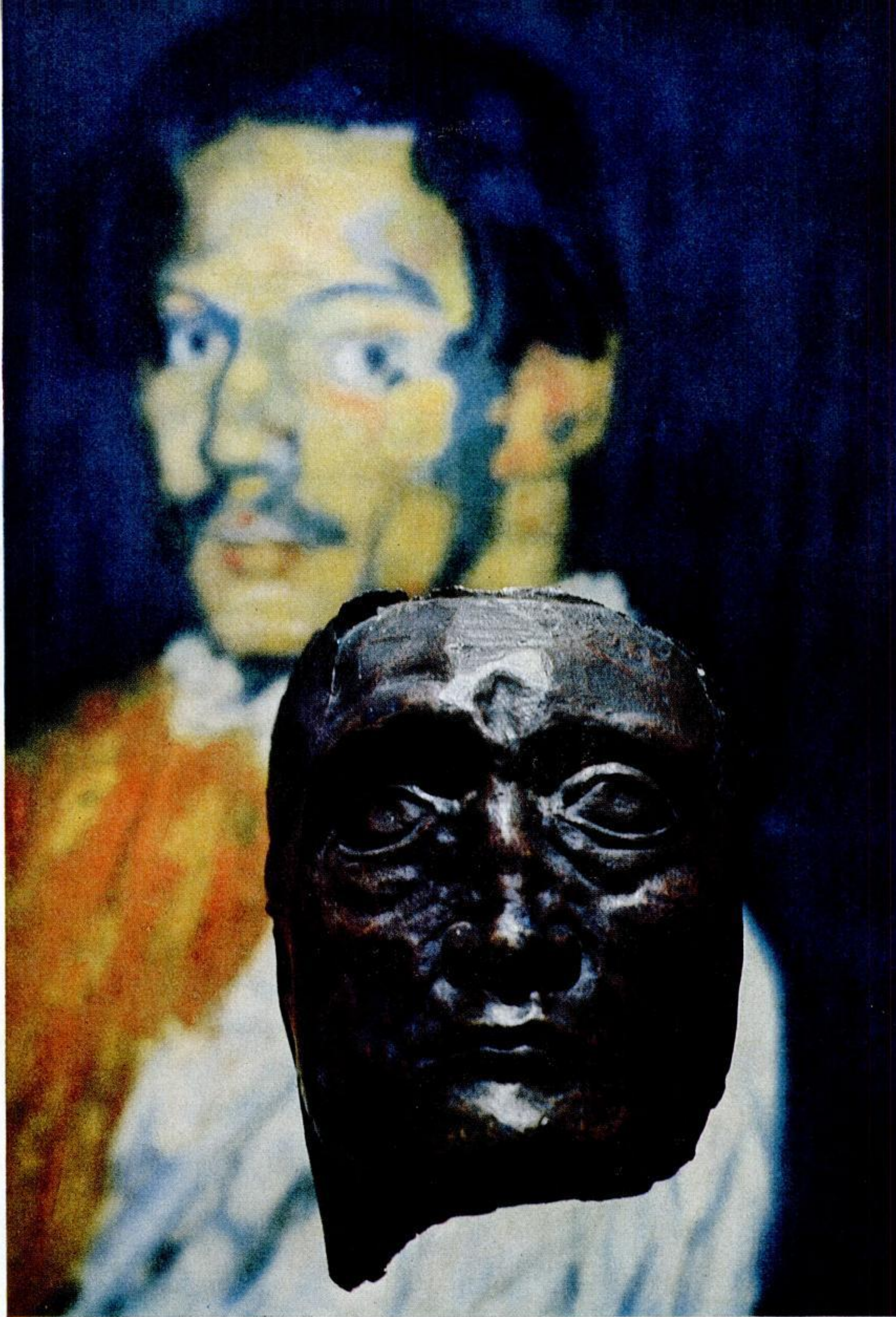
SOUFFLE

Feel the soft  
comfort of  
Air Step's  
magic sole.

*Air Step*

AIR STEP DIVISION, BROWN SHOE COMPANY, ST. LOUIS. ALSO MANUFACTURED IN CANADA BY SCOTT SHOE COMPANY, LTD., GALT, ONTARIO





"MASK," COURTESY BALTIMORE MUSEUM OF ART

BRONZE MASK MADE BY PICASSO IN 1904 WEARS SAME INTENT STARE AS PICASSO'S 1901 SELF-PORTRAIT IN BACKGROUND

# Picasso THE SCULPTOR

Colossus of modern painting reveals his prowess in another art

For the past half century, while he was producing his flood of remarkable paintings, Pablo Picasso was also creating a remarkable array of sculpture. Little publicized and seldom exhibited, the sculpture of the 75-year-old Spanish master equals in sheer quantity the output of many full-time sculptors—and in variety and inventiveness it is unmatched. Now it is getting its first big showing in a huge exhibition of his art organized and displayed by New York's Museum of Modern Art and soon to be exhibited at the Art Institute of Chicago and the Philadelphia Museum of Art.

Picasso took up sculpture while still in his teens. Off and on since then he has modeled and constructed forms which reflect the styles and the subjects that he was developing in his paintings. The close relationship is dramatized in these photographs by LIFE's Gordon Parks who placed the bronze and terra cotta images by Picasso against the Picasso paintings which echo the look or mood of the sculptures. In this setting Picasso the sculptor reveals the prodigious power, skill and imagination which have made Picasso the painter the colossus of 20th Century art.

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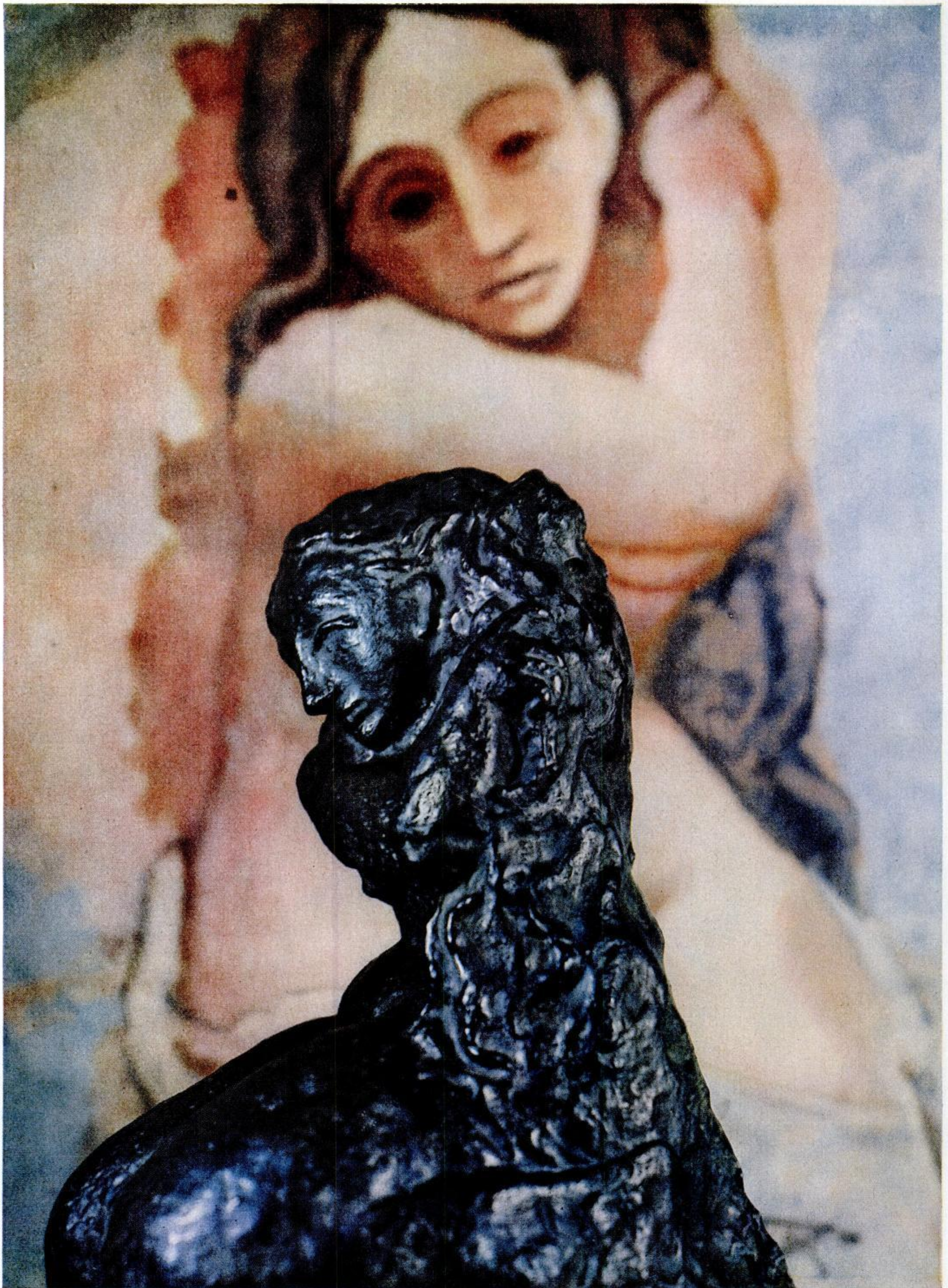


**POPEYED OWL**, 1953 terra cotta, is painted with lively designs that recall complex patterns of Picasso's straw-hatted man (*rear*).

**ARCHED COCK**, 1932 bronze, stands in a pose that emphasizes curved forms like those dominating the abstract still life behind.

CONTINUED





"KNEELING WOMAN," COURTESY NELSON A. ROCKEFELLER

**KNEELING WOMAN** combing hair is bronze version of subject Picasso painted in 1906 which displays his interest in both classic and primitive sculpture.









## SEE THE BIRDIE?



Keeping your eye on the ball is just part of the game . . . Different distances call for different clubs *and* different kinds of seeing—all the way from the ball at your feet to the distant pin . . . to say nothing of the score card, or the number on your ball.

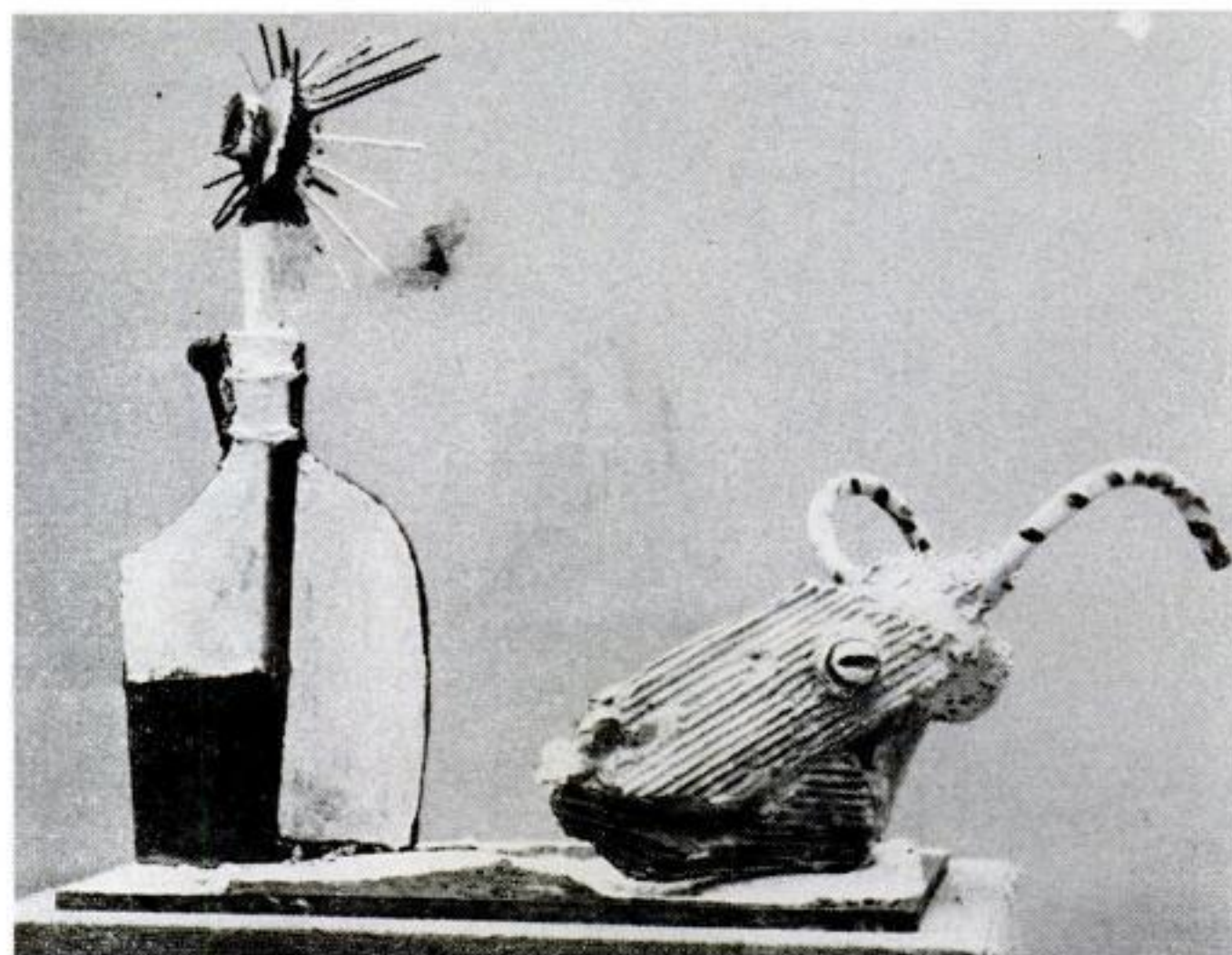
Fortunately, modern ophthalmic science has developed ways to improve "different-distance" vision. If you're handicapped by hit-or-miss seeing, call your optometrist or ophthalmologist for an up-to-date examination. It can make a big difference in your score . . . your work . . . in so much of your living.

*Presented as a public service, in the interest of better vision, by Shuron Optical Company, Inc., Geneva, N. Y.—world's largest organization devoted exclusively to serving the ophthalmologist, optometrist and optician with finest quality ophthalmic*

**C**

### PICASSO SCULPTURE CONTINUED

## A KNACK WITH SCRAP



**HANDLE BARS** of a bicycle were used by Picasso in 1951 as the horns for a goat's head which he made of corrugated paper cast in bronze. The bottle is also of painted bronze.



**TOY AUTOMOBILES**, placed bottom to bottom, create the head of a baboon holding baby. Body of the animal is made out of a jug with handles, and its tail is an axle spring.

**STUFFED GLOVE** in Picasso "sculpture" of 1930 represents the hand of a sunbather who has a head of felt and hair of raveled cloth. The entire work is nearly covered with sand.







"MAN WITH LAMB," COURTESY MR. AND MRS. R. STURGIS INGERSOLL

**MAN WITH LAMB**, seven-foot bronze of 1944, possesses the starkness and contorted contours which echo anguished images of *Guernica* mural (*background*).





## SEE THE BIRDIE?



Keeping your eye on the ball is just part of the game . . . Different distances call for different clubs *and* different kinds of seeing—all the way from the ball at your feet to the distant pin . . . to say nothing of the score card, or the number on your ball.

Fortunately, modern ophthalmic science has developed ways to improve "different-distance" vision. If you're handicapped by hit-or-miss seeing, call your optometrist or ophthalmologist for an up-to-date examination. It can make a big difference in your score . . . your work . . . in so much of your living.

Presented as a public service, in the interest of better vision, by Shuron Optical Company, Inc., Geneva, N. Y.—world's largest organization devoted exclusively to serving the ophthalmologist, optometrist and optician with finest quality ophthalmic materials.



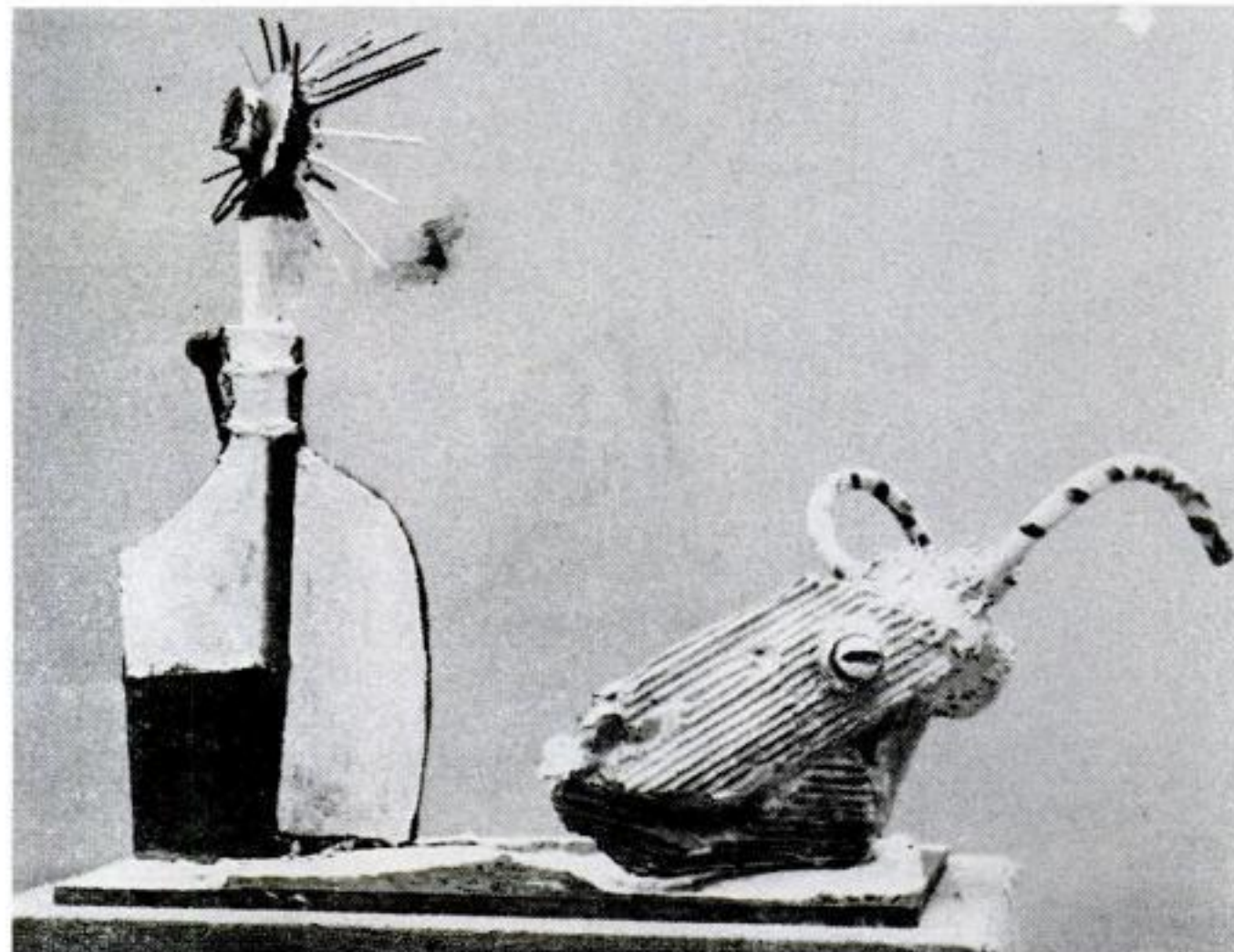
Our friends in the ophthalmic professions will recognize the illustration of the golfer with black shirt, red shorts, black shoes and cup as an application of the Gestalt figure-ground studies in visual perception.

GOOD VISUAL CARE DOESN'T COST...IT PAYS!

©1957 Shuron Optical Co., Inc.

PICASSO SCULPTURE CONTINUED

## A KNACK WITH SCRAP

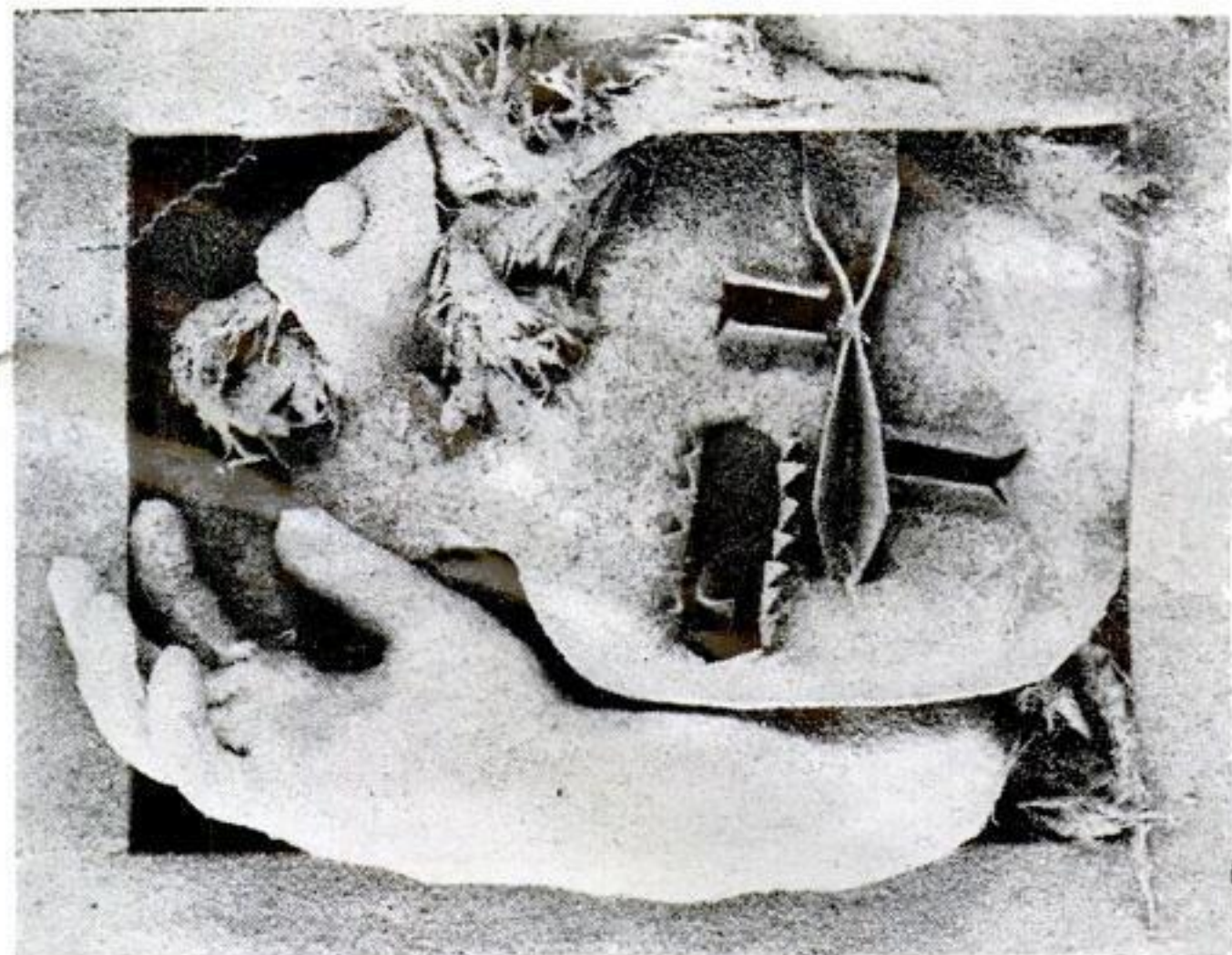


**HANDLE BARS** of a bicycle were used by Picasso in 1951 as the horns for a goat's head which he made of corrugated paper cast in bronze. The bottle is also of painted bronze.



**TOY AUTOMOBILES**, placed bottom to bottom, create the head of a baboon holding baby. Body of the animal is made out of a jug with handles, and its tail is an axle spring.

**STUFFED GLOVE** in Picasso "sculpture" of 1930 represents the hand of a sunbather who has a head of felt and hair of raveled cloth. The entire work is nearly covered with sand.



CONTINUED



# NOW-Big Bonus for Anti-freeze "Early-Birds"!



Stop at the sign of the eXpert now . . .

...the spot where you'll get rid of winter driving worries with an inspection while your anti-freeze is being installed. Beat the

rush by stopping now at the service station or garage where you see this sign. You'll get the best winterizing job in town!

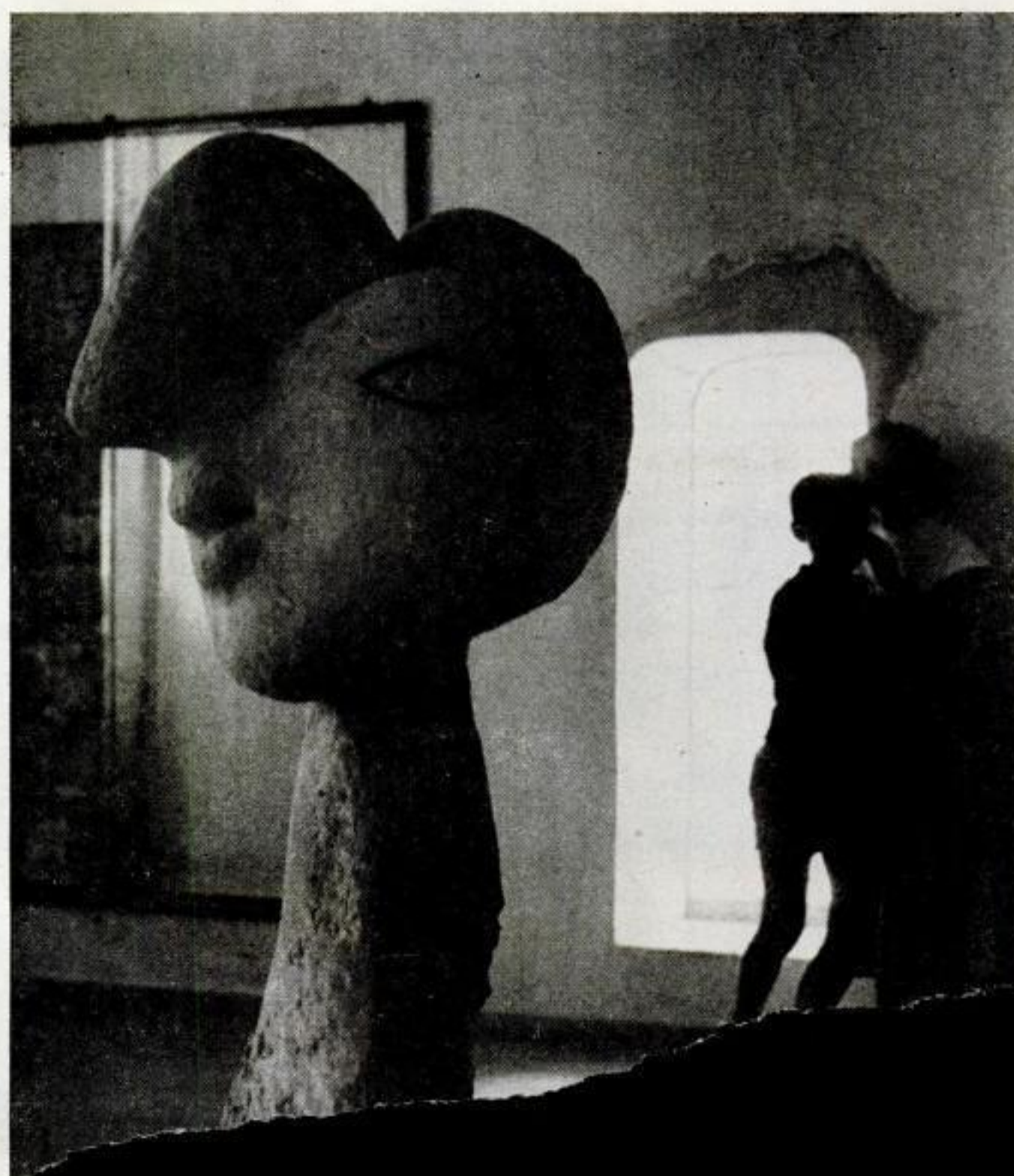






"What's 

## PICASSO SCULPTURE CONTINUED





# NOW-Big Bonus for Anti-freeze "Early-Birds"!



Stop at the sign of the eXpert now . . .

X marks the spot where you'll get rid of winter driving worries with an expert pre-winter inspection while your anti-freeze is being installed. Beat the

rush by stopping now at the service station or garage where you see this sign. You'll get the best winterizing job in town!



you'll get a special Pre-Winter Checkup . . .

See how the eXpert dealer inspects those items most vital to trouble-free, economical winter driving: cooling system, battery, oil, lubrication, tires and vision. He reports his findings on the steering wheel tag. Take his advice and

let him get your car in A-1 shape. You'll save money and a lot of headaches by getting this extra service. It's yours at the sign of the X . . . for "early birds" only.



with guaranteed all-winter **PEAK® ANTI-FREEZE!**

Trust the eXpert to give you winter protection that can't be beat. That means PEAK Anti-freeze. We've given PEAK the roughest, toughest laboratory and road tests we could devise. The tests prove: PEAK gives all-winter freeze protection that can't be beat; and PEAK's exclusive combination of quality

ingredients provide better protection against rust and corrosion than any other nationally advertised brand. Yet you pay no more for PEAK than for brands almost as good, only \$3.25 a gallon. Make this your "early bird" week. For safest winter protection let your eXpert install PEAK now,

COMMERCIAL SOLVENTS CORPORATION, 260 MADISON AVE., NEW YORK 16, N. Y.





## "What's New in Protection?"

The America Fore Comprehensive Homeowners Policy!

In one policy this insurance guards you against virtually all the insurable hazards which threaten the homeowner with loss—fire, windstorm, explosion, burglary, theft, liability and many other perils.

The big feature about the Comprehensive Homeowners Policy is that **YOU** can **CHOOSE** the kinds and amounts of coverages **YOU** want.

And best of all—if your selection includes fire, theft and liability insurance, you qualify for **PREMIUM SAVINGS OF 10% TO 30%** compared to the cost of like individual policies.

A nearby America Fore agent will furnish full details about the Comprehensive Homeowners Policy and can arrange for convenient monthly, quarterly, semi-annual or annual budget payments if you wish. For his name, call Western Union by number—ask for Operator 25.



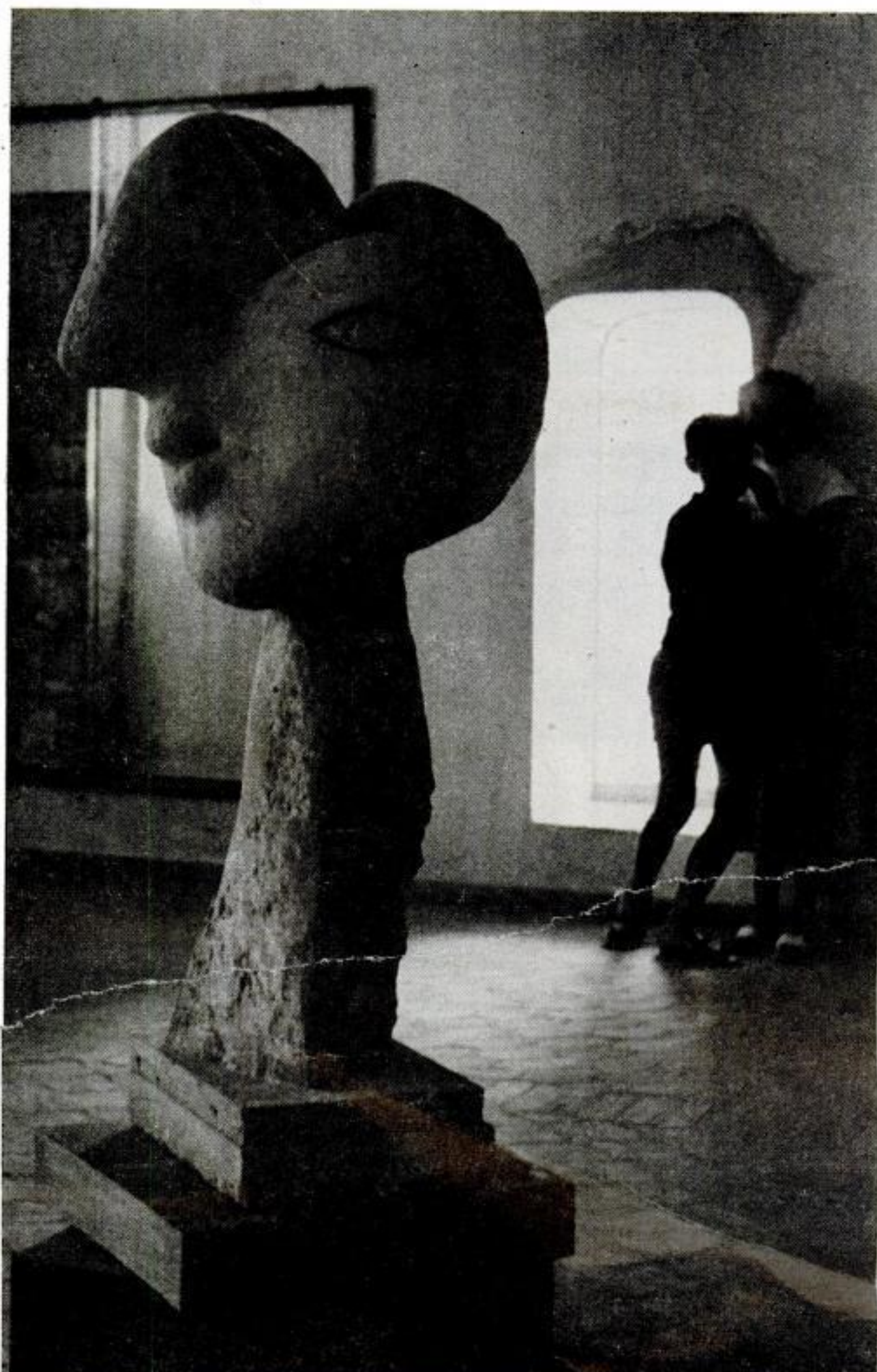
★ The Continental Insurance Company

★ Fidelity-Phenix Fire Insurance Company

★ Niagara Fire Insurance Company

★ The Fidelity and Casualty Company of New York

## PICASSO SCULPTURE CONTINUED



**GIANT HEAD** startles visitors to Antibes Museum where numerous works by Picasso are on constant view. Head is one of bulbous series done in 1930s.



**SHAPING** his sculpture, Picasso models a figure of clay in a factory at Vallauris where his dishes and statues have revived an old ceramics industry.



# Samovar

## VODKA *of Elegance*



Take it easy...make it easy...with **S-a-m-o-v-a-r**

PRODUCTS OF U. S. A. • MADE FROM GRAIN 80 and 100 PROOF • SCHENLEY DISTILLERS CO., N.Y.C.



# New Custom Suburbanite tread to give you more

We knew we couldn't keep snow from falling this winter, so we did the next best thing. We designed a winter tire tread that *actually puts the snow to work!*

This amazing new tread builds up blocks as it presses down into the snow—then pushes against them to give you the sure-footed traction you need to get through snow-covered roads.

And for slippery going, the completely "tractionized" tread face claws into ice or hard-packed snow to give your car up to 55% better traction.

The new Custom Suburbanite is much quieter than old-style winter tires. It lasts longer, too. With its thick, tough tread and triple-tempered 3-T Cord body, the Custom Suburbanite will give many motorists a whole additional season of use.

**So, this winter,** get the winter tire that actually puts snow to work—the Custom Suburbanite. Available in black or white sidewall; tubeless or tube-type; 3-T Nylon or 3-T Rayon Cord. See your Goodyear dealer for safer winter driving. Goodyear, Akron 16, Ohio.



A runner pushes against starting blocks to get away swiftly and surely. Goodyear's new Custom Suburbanite presses blocks of snow behind each rugged cleat in its

MORE PEOPLE RIDE ON GOODYEAR

New 3-T Custom

GOODYEAR



# ad actually puts snow to work e grip...more go!



tread—then uses these blocks of snow as “starting blocks.” It pushes against them—and the car’s on its way surely and safely—even on long, steep, snow-covered grades.

Custom Suburbanites do something *new* in the field of winter tires—they *actually put the snow to work for you!* Get a pair now for the rear wheels of *your* car.

**TIRES THAN ON ANY OTHER KIND!**

## om Suburbanite

# GOODYEAR

Suburbanite, T.M., The Goodyear Tire & Rubber Company, Akron, Ohio



New “Tractionized” tread with thousands of tiny traction teeth in deep-digging, wide, traction cleats really claws into snow, “grabs” more surely on ice. You get up to 55% more traction for safer winter driving.



Quieter ride plus longer wear. New, wide, riding tread ribs give a quieter ride on bare pavement. Improved tread compounds plus a 3-T Cord body give up to an extra season of wear for most motorists.



Look for this nearby Goodyear dealer sign for better tire values... better tire care... convenient credit terms. And ask about Goodyear's Lifetime Guarantee.

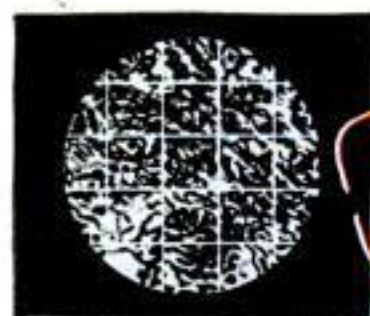


When you can't always brush after meals,  
even though it's best — start the day with...



# GLEEM *Today as ever* ...the toothpaste for people who can't brush after every meal

JUST ONE BRUSHING destroys  
decay-and odor-causing bacteria



MOUTH BACTERIA, CHIEF CAUSE OF  
DECAY, BUILD UP OVERNIGHT LIKE THIS



AFTER ONE GLEEM BRUSHING, UP TO  
90% OF THESE BACTERIA ARE DESTROYED

To get added resistance to decay . . . protection against mouth odor all day—always start the day with Gleem. It meets the problem most of us face everyday: not always being able to brush after meals. Gleem with exclusive GL-70 is so effective that just brushing before breakfast

completely destroys most bacteria. That's how it strikes right at the very cause of decay and mouth odor. You'll find the youngsters agree—Gleem's flavor is so terrific, it makes brushing *fun*! So if you and your family can't always brush after meals, even though it's best, use Gleem!

Only GLEEM has **GL-70** to fight decay!



**Mouth odor stopped all day** with one Gleem brushing. Scientific odor-measuring tests prove brushing with Gleem before breakfast gives most people *all-day* protection against mouth odor . . . freshens the mouth, morning until night . . . means a *sweeter goodnight kiss*. So start *your* day with the one and only Gleem!



E.17. LAR. 2313.  
**SENIOR ADVERTISEMENT REPRESENTATIVE**  
 S required by leading National Newspaper. Four-figure salary and an attractive career will be offered to the right type of man. Applicants should be not more than 40 years of age.—Write in strict confidence to Box F.1794, The Times, E.C.4.

# Have Monocle, Will Go Anywhere

The advertisement at top, appearing in the London *Times* recently, brought a remarkable letter from a former British major, Christopher Powell, 49. "I am a go-anywhere, do-anything man," he wrote. "I could do anything from baby-sitting to playing a balalaika." Major Powell explained the Suez affair had ended his career but added that as an old soldier, he refused to "fade away." He was sure that the qualities acquired in a lifetime of soldiering should be useful somewhere in civilian life.

He did not get the executive job, but he did get something, at least

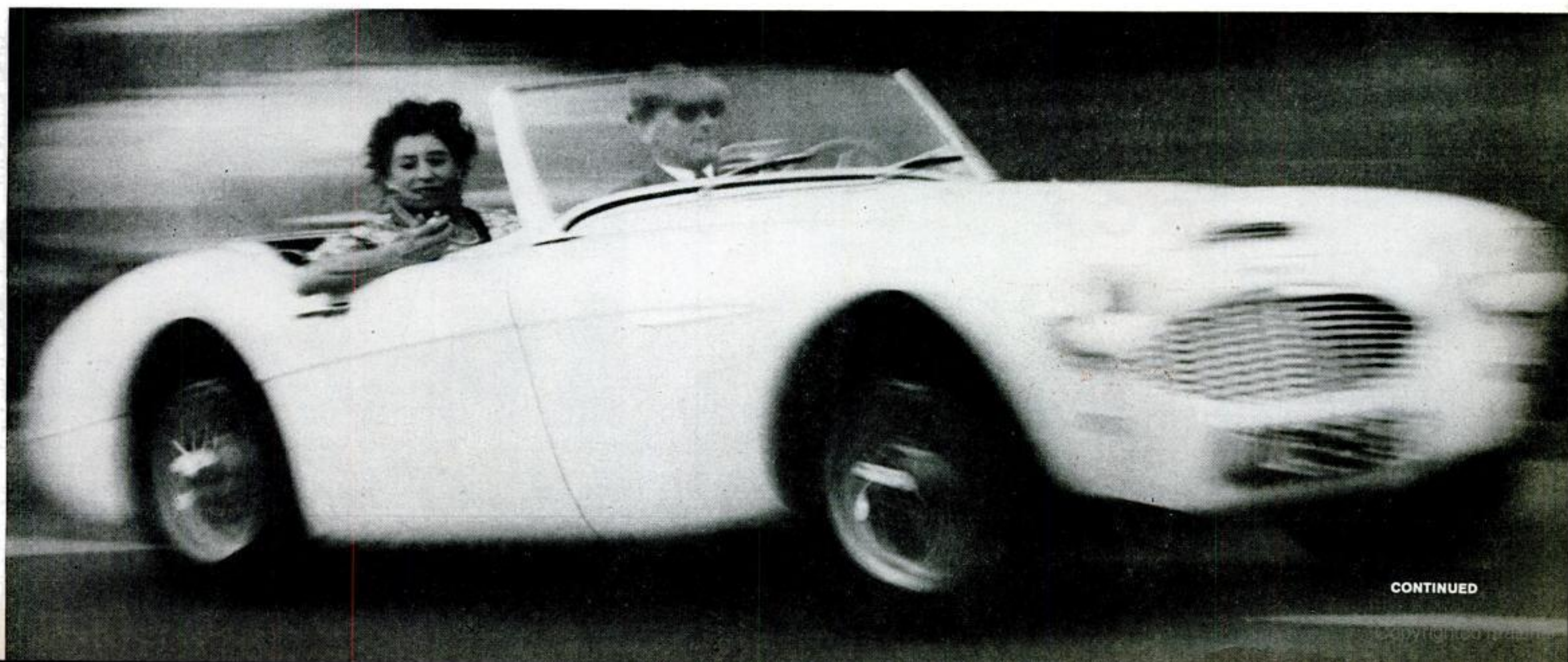
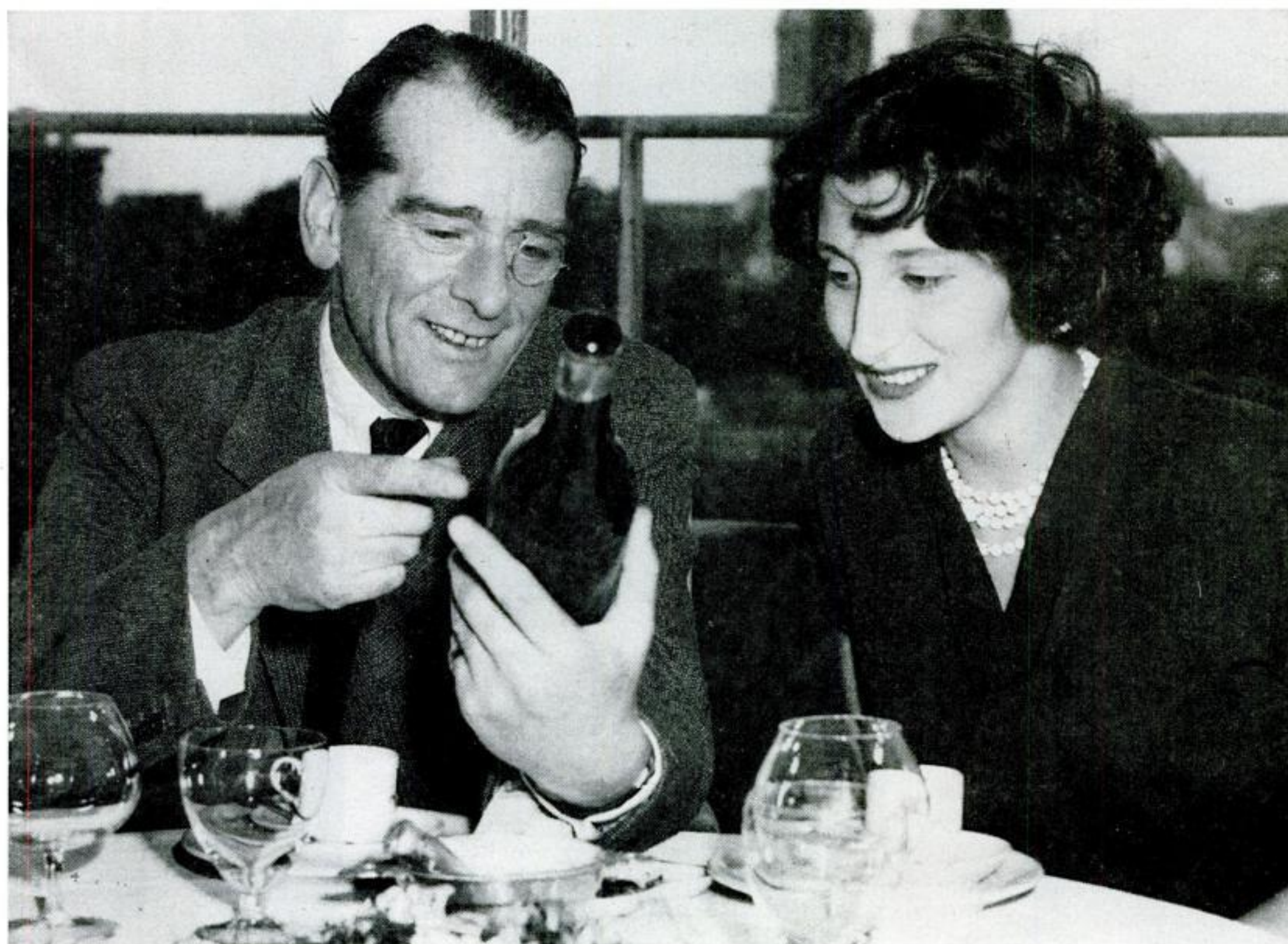
temporarily, even fancier. The London *Daily Sketch* found out about him, then offered readers this debonair package of soldierly virtues as a prize. The paper would give the major away, for anything "legal," to the writers of the best letters explaining what he was needed for and why. Some of his chores are recorded here with excerpts from his letter which landed him the job. His do-anything assignments have indeed included baby-sitting, as well as preventing an elopement and clearing five tons of rubbish from an attic. At last report 10,000 readers had tried to win him.

*"I have experience, courage, personality, a monocle," the major wrote. "I can wear clothes as though they fitted me . . . or play chess with a debutante."*

Patricia Mills, 20, an appliance demonstrator, said she wanted him to escort her to Paris. She won monocled major as her guide for two days. Here they have wine at the Tour d'Argent.

*"I am six feet two, slim, Sandhurst educated. . . . I can ride a show jumper or fight a duel. . . . I can drive a car, swim river, kick a cad."*

Mrs. Kate Dicksee, 29, wrote that she wanted to ride at 100 mph. She won the chance and when Powell tooled an Austin-Healey up to 103 mph (*below*), she shouted, "Don't slow up!"



CONTINUED





It's as good as new, or even better, when you replace your TV picture tube with an RCA Silverama! These super-bright, super-clear, super-aluminized picture tubes bring out the best in older sets. And no wonder! They're exactly the same outstanding tubes that are now being used in many of the new 1958 TV sets!

What makes the great difference? RCA Silverama Super-Aluminized Picture Tubes feature a precision-engineered electron gun which produces ultra-sharp pictures. And then, RCA Silver-

amas use super-phosphors and an inner film of reflective aluminum for extra brilliance and clarity. These RCA features add up to the best in trouble-free TV viewing from your old TV set!

There's a Silverama Picture Tube to fit virtually every make and model of TV set ever made! Best of all, each Silverama Picture Tube is warranted by RCA for a full year. If your TV picture isn't what it should be, call your local TV technician today and ask him to install an RCA Silverama now!

Don't wait until the tube goes  
Replace now with an

**RCA**  
**Silverama**

SUPER-ALUMINIZED **RCA** PICTURE TUBE

RADIO CORPORATION OF AMERICA • ELECTRON TUBE DIVISION • HARRISON, N. J.  
Tune in Perry Como every Saturday night at 8:00 P.M. EST on NBC-TV.



**BOOSTING A BAKERY** in Leeds, Powell puts up sign advertising his presence. Bakery owner wrote letter saying her business needed help. "I wish I could have him all the time," she said. "He can certainly charm customers."



**PUTTING ON A PARTY**, Powell was assigned to arrange birthday ball for 100 on 48-hour notice. He booked a hall, hired a band, blew up the balloons, swept the floor, finally donned tux and danced with 9-year-old Sheila Holdmall.

CONTINUED



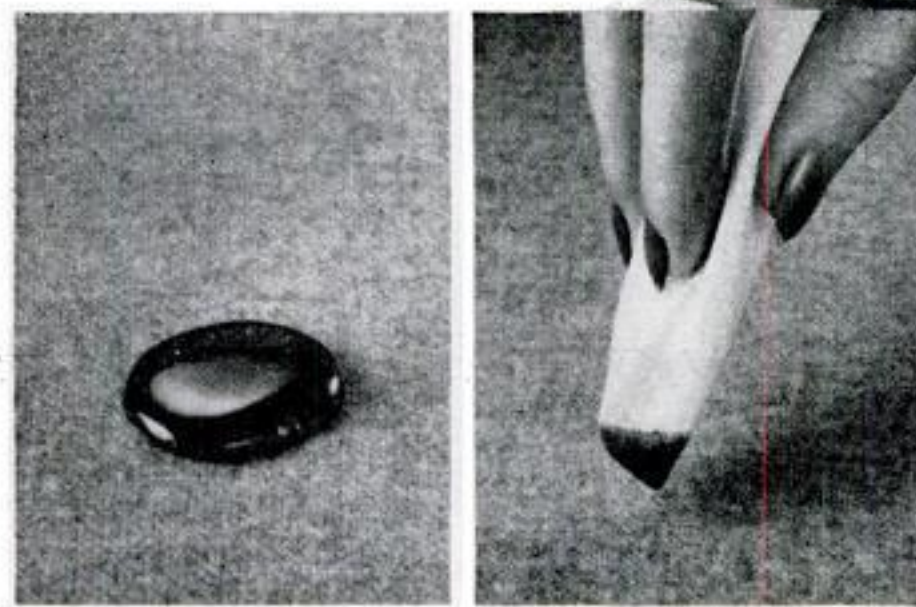
# repels oil stains!

New 3M discovery repels all oil and water-base stains . . . resists dirt, dust, soil . . . provides never-before protection for upholstery and apparel fabrics . . . suede leathers, too!

**SCOTCHGARD®**  
BRAND  
STAIN REPELLER



Furniture by Kroehler . . . Suede jacket and slacks by McGregor . . . Women's fashion by Zelinka-Matlick in Forstmann fabric . . . Men's apparel fabrics by Pacific Mills . . . All with the amazing protection of "SCOTCHGARD" Stain Repeller.



**Oil stains just stand there** in compact, frustrated droplets ready to be blotted away. Think of the cleaning bills saved, the lasting good looks, the added pleasure of living with clothing and furniture fabrics that have "SCOTCHGARD" Repeller protection.



**Brush or vacuum soil away** far more easily when your furniture has "SCOTCHGARD" Repeller protection. Household dirt and dust—even the muddy tracks of "wild Indians"—can't get through the invisible shield that surrounds each fiber. Your furniture stays new looking far longer!



LOOK FOR THE CASTLE whenever you buy furniture and apparel



Here's news for anyone who has ever spilled a drop of anything! Amazing new "SCOTCHGARD" Brand Stain Repeller now safeguards upholstery and apparel fabrics—even "oil-hungry" suede leather—from *all* stains!

An invisible fluorochemical shield, that can't mix with oil or water, keeps liquids from soaking in. Salad oil, gravy, ink, party drinks, milk—you name it—all bead up on the surface of the fabric, ready to be gently blotted away. The result: furniture and ap-

parel stay clean, new-looking . . . far longer!

Don't confuse new "SCOTCHGARD" Repeller protection with old types of repellency . . . they repel only water-base stains! "SCOTCHGARD" Repeller is the *first product in history* to repel both water-base and oil-base stains. From now on—for clothes and furniture that wear better, look better, last longer—look for the castle tag or label that symbolizes the all-out protection of "SCOTCHGARD" Stain Repeller, a product of 3M research.

**MINNESOTA MINING AND MANUFACTURING COMPANY, St. Paul 6, Minnesota**  
... where Research is the key to tomorrow!







Obviously, the lady doesn't know



Perma-lift's Magic Oval Pantie

CAN'T RIDE UP EVER

Style illustrated No. 3844 Nylon Power Net—\$5.95

"Perma-lift" is a trademark of A. Stein & Company • Chicago • New York • Los Angeles • Toronto

I don't want to be a Tycoon



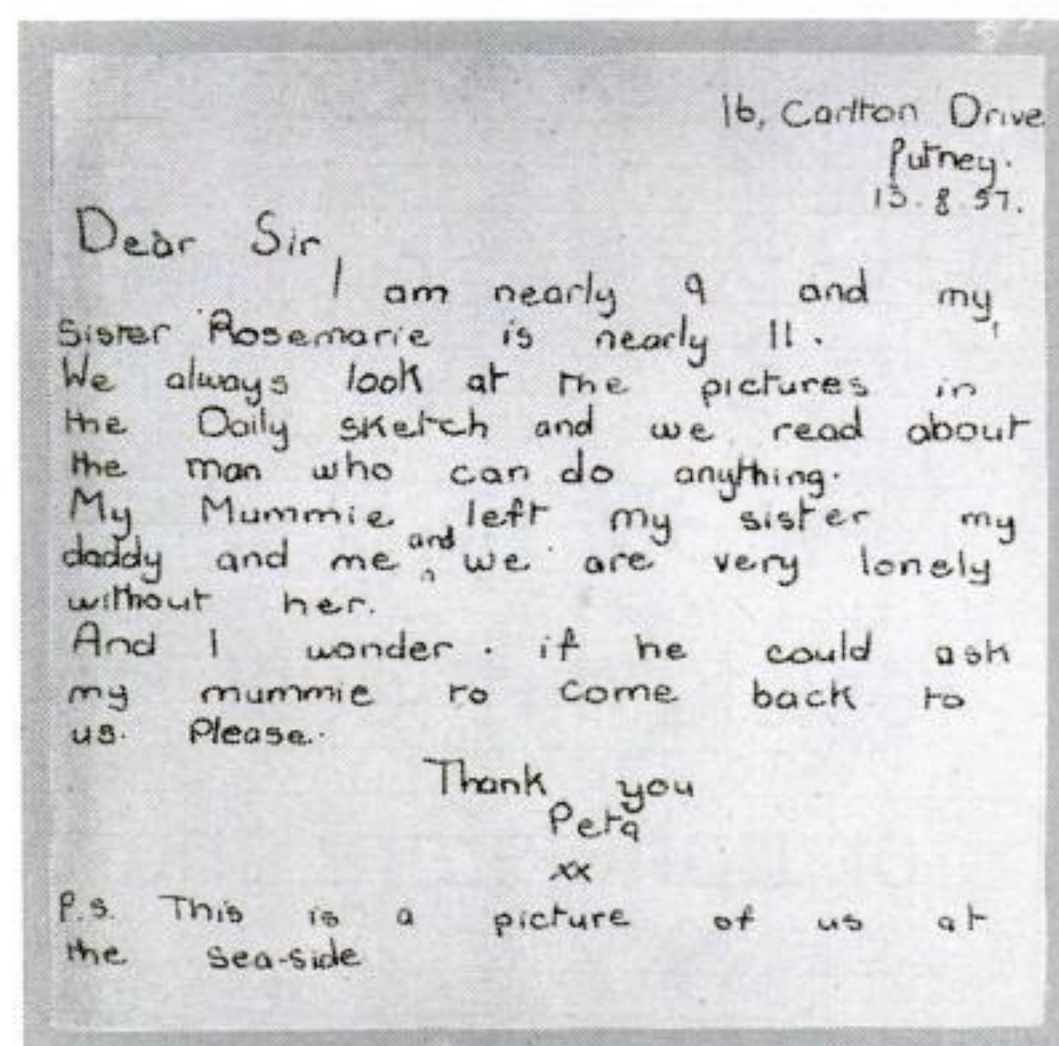
...I just want to feel like one!

You can, with KINGS MEN After Shave Lotion. KINGS MEN is far more soothing... cooler, more refreshing. Makes you feel great. Since a bottle lasts so long, why put up with less than the best? Get KINGS MEN right away. Known everywhere as the world's finest!



**KINGS MEN**® AFTER SHAVE LOTION only \$1  
Plus Federal Tax.

HAVE MONOCLE CONTINUED



THIS LETTER BROUGHT POWELL'S IMMEDIATE RESPONSE

## HIS FAILURE AS A CUPID

The letter above sent Major Powell on his most delicate mission, trying to save the home of two little girls, Peta and Rosemarie Vandyback. He failed to reunite the girls' separated parents—they had broken up after a quarrel over Mrs. Vandyback's career—but the major's intervention was at least partially successful. He made friends with the girls and persuaded their mother to agree to take them on a holiday.

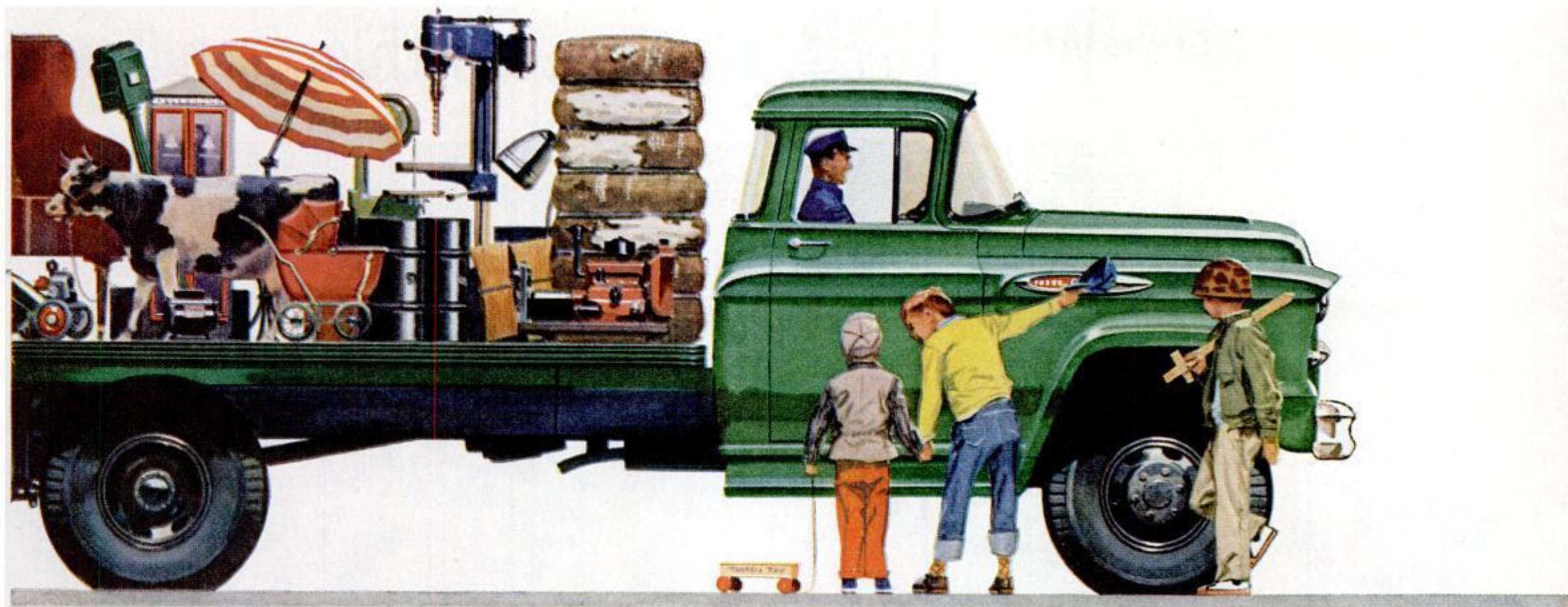


WITH THE MOTHER, major turns on charm. Though she said she wanted the girls, Peggie Vandyback insisted, "It's too late to save my marriage."

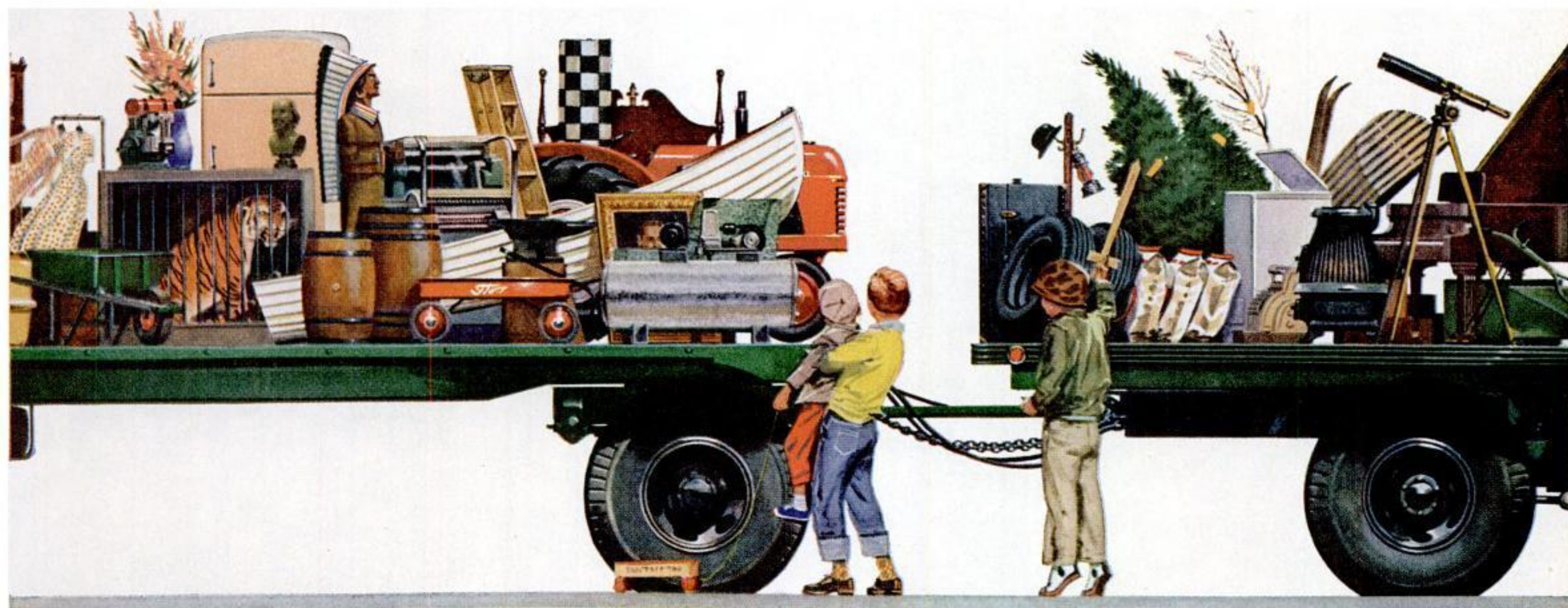


WITH THE GIRLS major proves himself a captivating caller. They showed him their dolls and found him a willing pupil for the teaching of knitting.





# So many good things



# come by truck!

Candy, baseballs, and ice cream cones,  
Television sets and telephones,  
Freezers, furniture, fans and stoves,  
Apples and pears from America's groves!

Steaks and potatoes, flour and beans,  
Cottons and wools and sewing machines,  
Tools, fuels and dresses, shoes and skirts,  
Coats, hats and stockings, gloves and shirts!

Newspapers, magazines, paints and wood,  
Trucks bring you daily so much that is good.  
In all sorts of weather, on all sorts of roads,  
America's trucks haul America's loads!



Sponsored in behalf of the **ATA** FOUNDATION INC. **THE AMERICAN TRUCKING INDUSTRY**

by **CHEVROLET** Division of General Motors, Detroit 2, Mich.



Which cost more...all this furniture or



*\*This exquisite gown by Oleg Cassini costs \$2,000. Surprisingly, you can buy ALL the Invitation pieces in these three rooms—living room, dining room, bedroom—for several hundred dollars less. Numerous other pieces, some costing even less than those shown. Buy a single piece, a single room, or all three correlated rooms.*

What a wide, wonderful freedom of choice *Invitation* gives you! This dramatic grouping includes thirty-seven prestige pieces in sophisticated *Transitional* styling . . . all design-related so you can correlate your rooms in the best modern taste . . . all harmoniously at home in either modern or traditional surroundings . . . many so versatile in style and service they can be used in virtually any room in the home.

## *Invitation* in the distinguished Broyhill

The wood is aristocratic Cherry, beautifully grain-matched, in soft, umbrian tones. Marquetry panels (in bedroom chest, utility unit and random chest) are imported Zebrawood. The lovely-but-rugged finish faithfully guards the satin surfaces against heat and liquids, and develops an ever-richer patina through the years.

Upholstered pieces are deep-seated, and bring you the comfort of foam rubber on special coil springs. There are fine fabrics with a choice of seventeen decorator-selected colors, including melon, aqua, russet, tangerine,

charcoal, turquoise, dream blue, toast, gold, green, charcoal brown, beige, lime and coral.

The round dining table extends to 68 inches; rectangular and dropleaf tables to 72 or 96 inches. The dropleaf table has double gate legs for double stability.

Some of the special features are drawers partitioned for shirts, jewelry and cosmetics; tarnish-proof silverware compartments; exclusively designed hardware; full length vanity mirror; and magnetic catches to keep doors snugly closed (see other features in bedroom description at right).



# her Cassini gown?\*



**ALABAMA**  
Birmingham... Marks-Fitzgerald Furn. Co.  
Decatur... Sterchi Bros. Stores, Inc.  
Dothan... Harris Furniture Co.  
Florence... Sterchi Bros. Stores, Inc.  
Gadsden... Sterchi Bros. Stores, Inc.  
Huntsville... Sterchi Bros. Stores, Inc.  
Mobile... Weatherby Furniture Co.  
Montgomery... Bishop-Parker Furniture Co.

**ARIZONA**  
Mesa... Barrow's Furniture Co.  
Phoenix... Barrow's Furniture Co.  
Phoenix... Barrow's North Central  
Prescott... Barrow's Furniture Co.  
Tucson... Barrow's Furniture Co.  
Yuma... Barrow's Furniture Co.

**ARKANSAS**  
Little Rock... John Tucker Furniture  
Stuttgart... P. K. Buerkle Furniture Co.

**CALIFORNIA**  
Chula Vista... Burnett Furniture Co.  
Escondido... Stevens Furniture  
Granada Hills... Janis Decorators  
Laguna Beach... Baker's Furniture Co.  
Los Angeles... The May Co.  
(Crenshaw, Valley and Lakewood)  
Riverside... J. R. Westbrook Co.  
San Bernardino... Nicholson Furniture Co.  
San Diego... Burnett Furniture Co.  
West Covina... The May Co.  
Whittier... Van Cleave Furniture Co.

**COLORADO**  
Boulder... Blackmar Furniture

**CONNECTICUT**  
Bridgeport... D. M. Read Co.  
Hartford... Puritan Furniture Mart  
New Haven... Shartenberg's  
Orange... Orange Furniture Center

**DISTRICT OF COLUMBIA**  
Washington... Lansburgh's  
Washington... Malcolm Scates

**FLORIDA**  
Clearwater... Harrison Furniture Co.  
Fort Lauderdale... Leisure Living  
Jacksonville... Cohen Bros.  
Miami... Jordan Marsh  
Orlando... Sterchi Bros. Stores, Inc.  
Pensacola... White's Furniture & Appl. Co.  
St. Petersburg... Lester Bros.  
West Palm Beach... J. J. Cater Furniture Co.

**GEORGIA**  
Athens... Sterchi Bros. Stores, Inc.  
Atlanta... Sterchi Bros. Stores, Inc.  
Augusta... J. B. White & Co., Inc.  
Columbus... Miles Furniture Co.  
Dalton... Hill Furniture Co.  
Macon... Sterchi Bros. Stores, Inc.  
Rome... Sterchi Bros. Stores, Inc.  
Savannah... B. H. Levy Bros. & Co.  
Summerville... Garnett's for Furniture

**ILLINOIS**  
Alton... Biederman's  
Chicago... The John M. Smyth Co.  
Mount Vernon... Homestead Furniture Co.  
Peoria... Lowenstein's, Inc.  
Rockford... Rockford Standard Furn. Co.

**INDIANA**  
Indianapolis... Banner-Whitehill Corp.  
Terre Haute... Fair Furniture Store, Inc.

**IOWA**  
Cedar Rapids... The Killian Co.  
Des Moines... Davidson Co., Inc.  
Dubuque... Roshek Bros. Co.  
Ottumwa... Hall-Ekfelt Furniture Co.  
Waterloo... James Black Dry Goods Co.

**KANSAS**  
Kansas City... The Anderson Furniture Co.  
Salina... Stiefel Stores Co.  
Topeka... Emahizer's

**KENTUCKY**  
Hopkinsville... Cayce-Yost Co., Inc.  
Louisville... The Stewart Dry Goods Co.  
Paducah... Rhodes Burford Co.  
Pikeville... York Furniture Co.

**LOUISIANA**  
Alexandria... Pearson Furniture Co., Inc.  
Lake Charles... The Muller Co., Ltd.  
Monroe... Dixie Bedding & Furniture Co.  
New Orleans... Maison Blanche  
Shreveport... Booth Furniture & Carpet Co.

**MAINE**  
Portland... Porteous Mitchell & Braun Co.

**MARYLAND**  
Baltimore... Hochschild Kohn & Co.  
Baltimore... The Stewart Co.  
Langley Park... Lansburgh's  
Suitland... Malcolm Scates, Inc.

**MASSACHUSETTS**  
Boston... Jordan Marsh Co.  
Brockton... Labell Furniture Co., Inc.  
Framingham... Jordan Marsh Co.  
Haverhill... Boston Furniture Co.  
West Peabody... McGivern's Furn. House

**MICHIGAN**  
Adrian... Walper Furniture Co.  
Battle Creek... The Woods Furniture Co.  
Bay City... C. E. Rosebury & Sons  
Detroit... Kohlenberg Furniture Co.  
Grand Rapids... Harpolsheimer Co.  
Grand Rapids... Northland Furniture  
Jackson... L. H. Field Co.  
Muskegon... Hardy Herpolsheimer Co.  
Rockford... Rockford Furniture Co.  
Saginaw... Markey-Elliott House of Furn.  
Traverse City... Wilson Furniture Co.  
Ypsilanti... Smith Furniture

**MINNESOTA**  
Duluth... Grand Rapids Furniture  
Minneapolis... L. S. Donaldson Co.  
St. Paul... The Golden Rule Dept. Store

**NEW JERSEY—Continued**  
Teaneck... Ronald Furniture Co.  
Trenton... S. P. Dunham & Co.

**NEW MEXICO**  
Albuquerque... American Furniture Co.  
Hobbs... Pioneer Furniture Co.

**NEW YORK**  
Buffalo... Adam Meldrum & Anderson Co., Inc.  
Flushing... B. Gertz, Inc.  
Hicksville... B. Gertz, Inc.  
Jamaica... B. Gertz, Inc.  
Newburgh... Newburgh Furniture Mart  
New York... Bloomingdale's  
New York... Stern Bros., Inc.  
Port Jervis... Royal Furniture Co.  
Poughkeepsie... Mitchell Furniture Co.

**PENNSYLVANIA—Continued**  
Ellwood City... Mervis Furniture Co.  
Ephrata... Stauffer's Furniture Store  
Greensburg... A. E. Troutman Co.  
Harrisburg... Pomeroy's  
Kittanning... Erdos Bros. Furniture  
Levittown... Pomeroy's, Inc.  
McKeesport... Ruben's  
Millmont Park... Jerry Hampton Furniture  
Monaca... Batchelor Bros. Furn.  
New Castle... Haney Furniture Co.  
Norristown... B. E. Block & Bros., Inc.  
Northern Lights... Batchelor Bros. Furn.  
Philadelphia... J. B. Liebman & Co., Inc.  
Philadelphia... L. Dubrow & Sons, Inc.  
Philadelphia... Pennsylvania Furniture Co.  
Philadelphia... Strawbridge & Clothier

See Broyhill Premier's correlated Invitation grouping at these better stores, each a Selected Franchise Dealer.

If your town isn't listed here, write for the name of your Invitation dealer. Premier Division, Broyhill Furniture Factories, Lenoir, North Carolina. One of the world's largest furniture manufacturers.

**MISSISSIPPI**  
Columbus... Johnston Furniture Co.  
Hattiesburg... Sackler Furniture Co.  
Jackson... R. E. Kennington Co.  
Laurel... Marcus Furniture Co.

**MISSOURI**  
Cape Girardeau... Biederman Furniture Co.  
Joplin... Joplin Furniture Co.  
Kansas City... Duff & Repp-Robert Keith  
Kansas City... Peck's, Inc.  
Springfield... Heer's, Inc.  
St. Joseph... Biederman Furniture Co.  
St. Louis... Bloom Furniture Co.  
(Downtown, Normandy, Southwest)

**MONTANA**  
Billings... Billings Hardware Co.  
Missoula... Missoula Mercantile Co.

**NEBRASKA**  
Lincoln... Gold & Co.

**NEVADA**  
Reno... Reno Furniture Co., Inc.

**NEW HAMPSHIRE**  
Lebanon... Bridgman's Furniture, Inc.  
Manchester... E. M. Chase Co.  
Portsmouth... Margeson's

**NEW JERSEY**  
Asbury Park... Steinbach Co., Inc.  
Atlantic City... Liebman's  
Camden... The Naden Store, Inc.  
Dover... Furstman & Feinberg, Inc.  
Haddonfield... Haddon Wayside  
Newark... Leon Furniture Co., Inc.  
Paramus... Stern Bros.  
Parsippany... Koss Bros.  
Passaic... Locker Bros. Furniture  
Paterson... Quackenbush Co.  
Rahway... Koss Bros.  
Sea Girl... Koss Bros.

Rochester... E. W. Edwards & Son, Inc.  
Rochester... Harry T. Mangurian, Inc.  
Schenectady... Robinson Furniture Co.  
Syracuse... Day Bros.  
White Plains... Mazur Bros., Inc.  
Yonkers... Kay Furniture Corp.

**NORTH CAROLINA**  
Asheville... Sterchi Bros. Stores, Inc.  
Cary... Cooper's Furniture House  
Charlotte... Sterchi Bros. Stores, Inc.  
Greensboro... Bridges Furniture Co.  
Hickory... Sterchi Bros. Stores, Inc.  
High Point... Bloom Furniture Co.  
Winston-Salem... Colonial Furn. Shops, Inc.

**OHIO**  
Akron... The A. Polsky Co.  
Canton... Smith & Phillips Co.  
Cincinnati... Leugers Furniture Co.  
Cincinnati... The McAlpin Co.  
Cincinnati... Rollman & Sons Co.  
Cleveland... Sterling Lindner Davis Co.  
Columbus... White's Furniture, Inc.  
Dayton... The Elder & Johnston Co.  
Lima... Gregg Department Store  
Springfield... The Edward Wren Store  
Steubenville... Cribbs Town & Country  
Toledo... The Lion Dry Goods Co.  
Warren... The Cross-Leslie Co.  
Youngstown... The G. M. McKelvey Co.

**OKLAHOMA**  
Enid... Newman Mercantile Co.  
Lawton... Popular Furniture Co.  
Tulsa... Brown-Dunkin Co.

**PENNSYLVANIA**  
Allentown... Hess Bros., Inc.  
Bradford... Singer's Furniture Store  
Butler... A. E. Troutman Co., Inc.  
Clarion... Haskell Furniture Co.  
Easton... Wm. Laubach & Sons

Pittsburgh... Spear & Co., Inc.  
Pottsville... Stauffer's Furniture Store  
Reading... Pomeroy's  
Uniontown... Metzler's

**SOUTH CAROLINA**  
Columbia... Bridges Furniture Co.  
Spartanburg... Bridges Furniture Co.

**TENNESSEE**  
Chattanooga... Sterchi Bros. Stores, Inc.  
Johnson City... Sterchi Bros. Stores, Inc.  
Kingsport... Sterchi Bros. Stores, Inc.  
Knoxville... Sterchi Bros. Stores, Inc.  
Memphis... Lowenstein's  
(Downtown, South, and East)  
Nashville... Sterchi Bros. Stores, Inc.  
Oak Ridge... Sterchi Bros. Stores, Inc.

**TEXAS**  
Abilene... Thornton's Department Store  
Amarillo... Owens Furniture Co.  
Austin... Bridges Furniture, Inc.  
Big Springs... Good Housekeeping Shop  
Borger... Lindsey Furniture Co.  
Bryan... Kraft Furniture Co.  
Corpus Christi... Braslau Furniture Co.  
Dallas... Titcher-Goettlinger Co.  
El Paso... Fashion Furniture Co.  
Ft. Worth... Fakes & Co.  
Gulligate... Joske's  
Houston... Joske's  
Laredo... Majestic Furniture Co.  
Levelland... Stacy-Mason Furniture Co.  
Lubbock... McKelvey's Furniture Mart  
McAllen... Stroud's Home Furnishings  
Midland... Knorr Furniture Co.  
San Angelo... Household Furniture Co.  
San Antonio... Joske's of Texas, Inc.  
Wichita Falls... Popular Furniture Co.

**UTAH**  
Logan... Edwards Furniture, Inc.  
Ogden... The Bon Marche

**VIRGINIA**  
Lynchburg... McGehee Furniture Co., Inc.  
Norfolk... Haynes Furniture Co., Inc.  
Richmond... Miller & Rhoads, Inc.  
Roanoke... Miller & Rhoads, Inc.

**WASHINGTON**  
Aberdeen... Goldberg Furniture Co.  
Olympia... Goldberg Furniture Co.  
Seattle... The Bon Marche  
Spokane... The Bon Marche  
Yakima... The Bon Marche

**WEST VIRGINIA**  
Charleston... Woodrum Home Outfitting Co.  
Fairmont... J. M. Hartley & Son Co.  
Huntington... The Anderson Newcomb Co.  
Parkersburg... Dils Bros. & Co.  
Williamson... Kay Furniture Co.

**WISCONSIN**  
Appleton... Wichmann Furniture Co.  
Green Bay... H. C. Prange Co.  
Horicon... Ulmer Furniture Co.  
Janesville... Cain-Ashcraft, Inc.  
Madison... Cain-Ashcraft, Inc.  
Milwaukee... The Boston Store  
Milwaukee... Waldheim & Co., Inc.  
Sheboygan... H. C. Prange Co.  
Superior... Grand Rapids Furniture

**WYOMING**  
Cheyenne... B. Davis Furniture Co.

**CANADA**  
Vancouver, B. C... Hudson's Bay Co.  
Montreal, Quebec... Henry Morgan & Co.



Top row: double dresser, random chest, extension dining table. Bottom: lounge chair, ottoman, panel bed. 37 pieces to choose from!

## Premier Collection

At right: The triple dresser has nine drawers, one with jewel tray; the bed headboard is partitioned, with sliding panels and electrical outlet for clock, electric blanket, etc. The night table has drawer, magazine-radio nook, and useful pull-out shelf. Bookcase and panel beds in twin or double sizes; kingsize bed has twin frames which swing out for easy bed-making.



# BROYHILL

Premier Division





When a fella needs a Life Saver

The candy with the hole



... still only 5¢



# Rita Rips into 'Zip'

## 'PAL JOEY' MAKES HER AN EGGHEAD STRIPPER

On stage John O'Hara's *Pal Joey* was Broadway folklore. In music by Rodgers and Hart it sang of show business's double-dealing hero, the sleazy little heel who pulls dirty tricks for kicks, especially on women who cannot kick back hard. Now, with Frank Sinatra, Rita Hayworth and Kim Novak, *Pal Joey* has become a movie. The bite of the show comes through at times, as when Rita, a society leader unmasked as a former strip-teaser, sings her show-stopping joke on Gypsy Rose Lee, the stripper who took to writing novels. In *Zip*, Rita sings:

You're looking at a former stripper—  
But before I unzip one zipper  
I want it known I was quite the artist,  
But the intellectual kind . . .  
While I worked these thoughts  
Kept crossing my mind.

Zip! Walter Lippman wasn't brilliant today.  
Zip! Will the Giants ever take it away? . . .  
Zip! I consider Dali's painting passé.  
Zip! Will they make the Metropolitan pay?  
I have read the works of Plato,  
Translated most of Cato.  
Zip! I am such a scholar . . .  
Had to make a dollar . . .  
My thoughts may skip whenever so inclined . . .  
Zip! I'm a broad with a broad, broad mind!

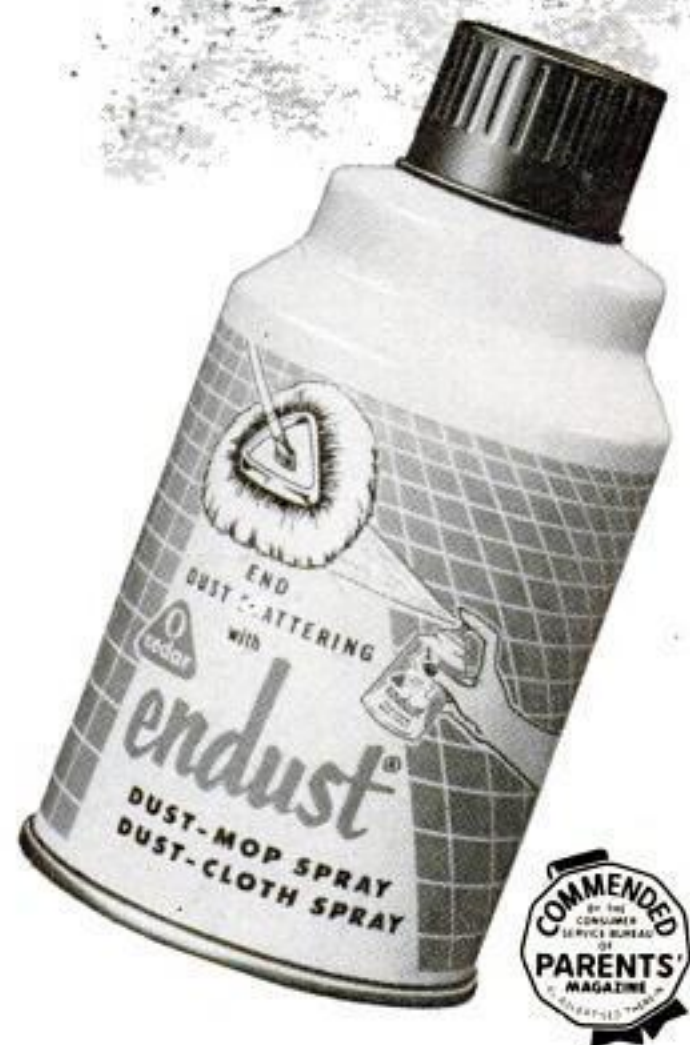
Much of the movie is fine, especially Sinatra's performance as Joey. The wonderful score has been supplemented by songs from other Rodgers-Hart shows. But the story has been sweetened up and the heel, only temporarily a heel, is really a good guy just waiting for a good woman to come along. Lovers of the bad old *Pal Joey* are going to find this hard to take.

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CHAPPELL & CO., INC., NEW YORK, N.Y.

**SINGING "ZIP,"** Rita Hayworth as socialite Vera Simpson is trapped into act of her strip-tease days.



# Stop Scattering GERM LADEN DUST!



**cedar endust**

Picks up all the dust  
the first time-

Endust sprayed on mop or cloth lets you get every trace of dust—prevents resettling. Perfect answer for anyone with dust allergy. Endust brightens polished surfaces—leaves no oily film. Aerosol spray can lasts for weeks in average home. 6 oz. 98c. 12 oz. \$1.79. Money-back guarantee.



Endust is easily applied to mop, cloth, tissue or duster.



Endust converts dust into heavy lint particles that shake off neatly.

**O-CEDAR**  
Chicago, Illinois—Division of  
**AMERICAN-MARIETTA COMPANY**  
O-Cedar of Canada, Ltd., Stratford, Ontario

'ZIP' CONTINUED



WITH WIDE-ARMED ELAN Vera faces her society friends after Joey, recalling the secret of her past, blares forth she was once a strip-tease dancer.

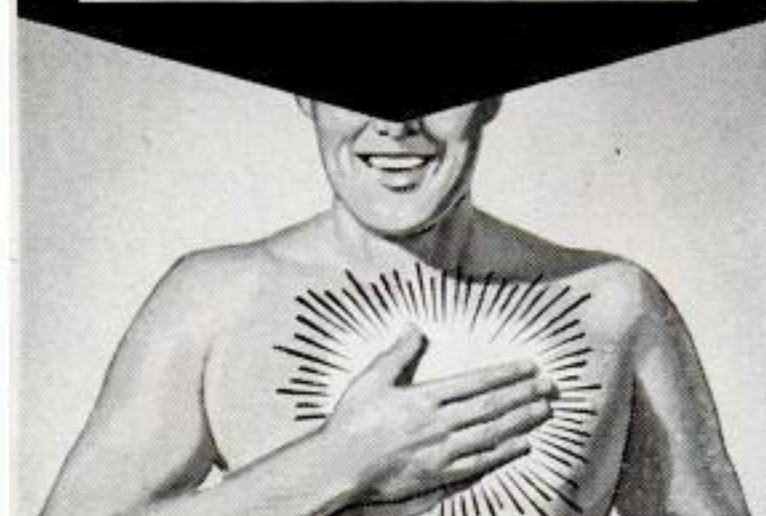


SWINGING INTO THE ACT as Joey stands by (left), Vera starts doing the song in the way she promised the police commissioner never to do it.



DRESS PANELS FLYING over Joey, Vera swings about making gestures of a strip-tease artist while removing only her gloves as the song swirls on.

Get Faster Relief For  
**SORE MUSCLES,  
COLD'S ACHES**

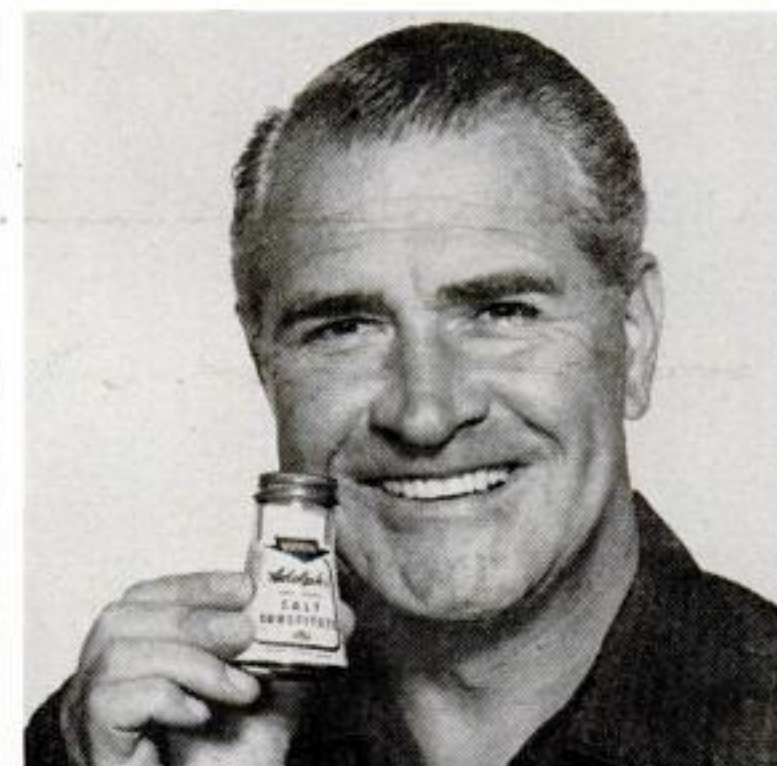


When bad weather, over-work or colds make muscles ache and pain, rub on Musterole. It contains an amazing pain reliever, GM-7 (glycol monosalicylate), plus stimulating oil of mustard. Musterole's famous "baked heat" comfort warms and relaxes stiff, sore muscles, eases cold's local congestion, you feel better fast! Also repeatedly relieves minor pains of rheumatism, neuralgia. 3 strengths: Regular, Extra Strong and Child's Mild. Stainless. Save—buy large tubes. Ask for Musterole at any drug counter.

**MUSTEROLE**

Relieve, Prevent  
MINOR RASHES  
CHAFE  
SHOE RUB

For medicated skin care, shake on Mexsana before dressing. Use it on baby after every diaper change. Has an absorbent, pure cornstarch base.



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**NEW! LOW-SODIUM MEAT TENDERIZER**

Here's more good news for salt-free dieters! Adolph's LOW-SODIUM MEAT TENDERIZER—the only meat tenderizer available for low-sodium diets—assures tender, tasty meat regardless of kind, grade, cut, price or cooking method. Ask your grocer or write Adolph's Ltd., Burbank, California.

**Adolph's  
SALT SUBSTITUTE**



CONTINUED





For the world's most precious heads

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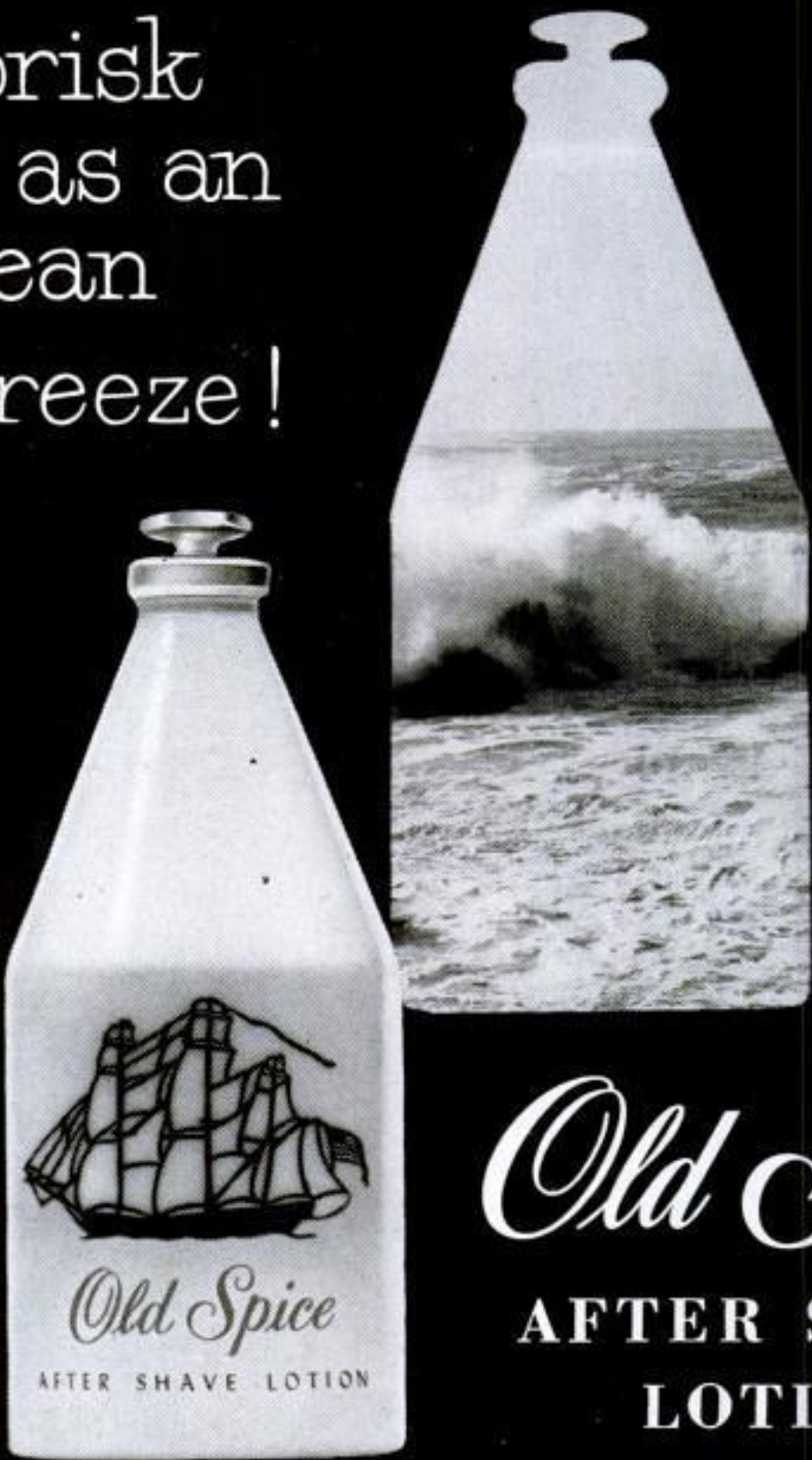
*the name brand in knitted headwear!*



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as an  
ocean  
breeze!



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AFTER SHAVE  
LOTION

100  
PLUS TAX

*Add Spice to Your Life ...*  
*Old Spice For Men*

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that never leaves a ragged edge!



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if not as advertised therein

USE-TESTED  
for McCall's

Be sure  
it's a

**DAZEY**®

MANUFACTURED BY  
THE DAZEY CORPORATION, ST. LOUIS 7, MO.

'ZIP' CONTINUED



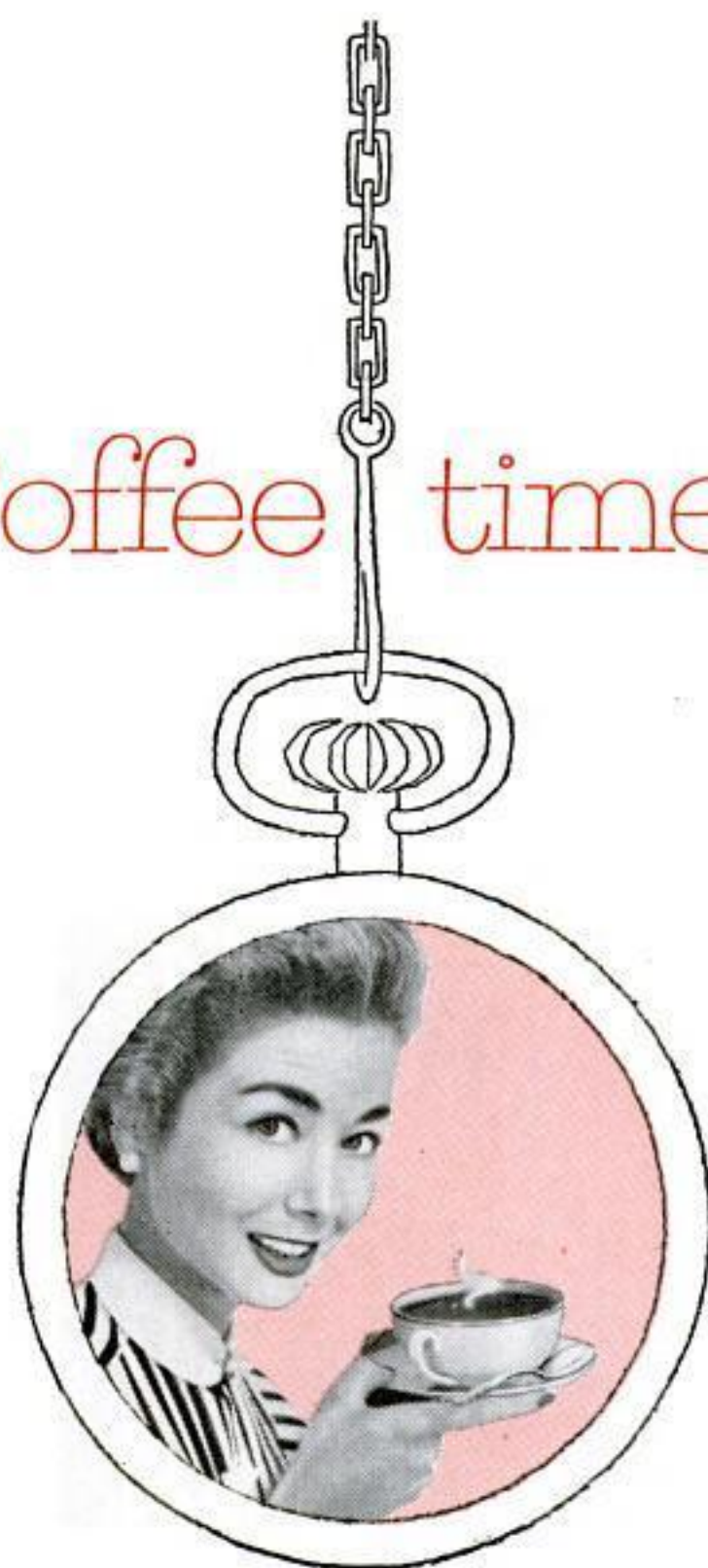
**SIMULATING A STRIP**, Vera pulls panel from shoulder as she sings that though admired by Stravinsky success came when she was starred by Minsky.



**COY BUT STILL CLOTHED**, Vera ends song with all the flair that once made her famous in burlesque houses as Vera Vanessa and her Vanishing Veils.



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to introduce you to  
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**INSTANT CHASE & SANBORN**

—the full-bodied coffee

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OPENING DAY CROWDS ADMIRE LAVISH WHITE ROOM WITH FURNITURE DESIGNED BY RICHARD HIMMEL

# Return of Elegance

## FURNISHINGS SHOW PUSHES DRESSIER TREND

For a decade the stylish room in the U.S. has been an austere and uncluttered place, sparsely furnished with functional pieces. The best designers peddled this aseptic style and householders who resisted the trend were brave but not fashionable. Now the tables are turned—and more tables will be used—for suddenly a stark interior is old hat. At last month's National Homefurnishings Show in New York's Coliseum, 400,000 visitors witnessed a return

of elegance and a lavish look for U.S. homes.

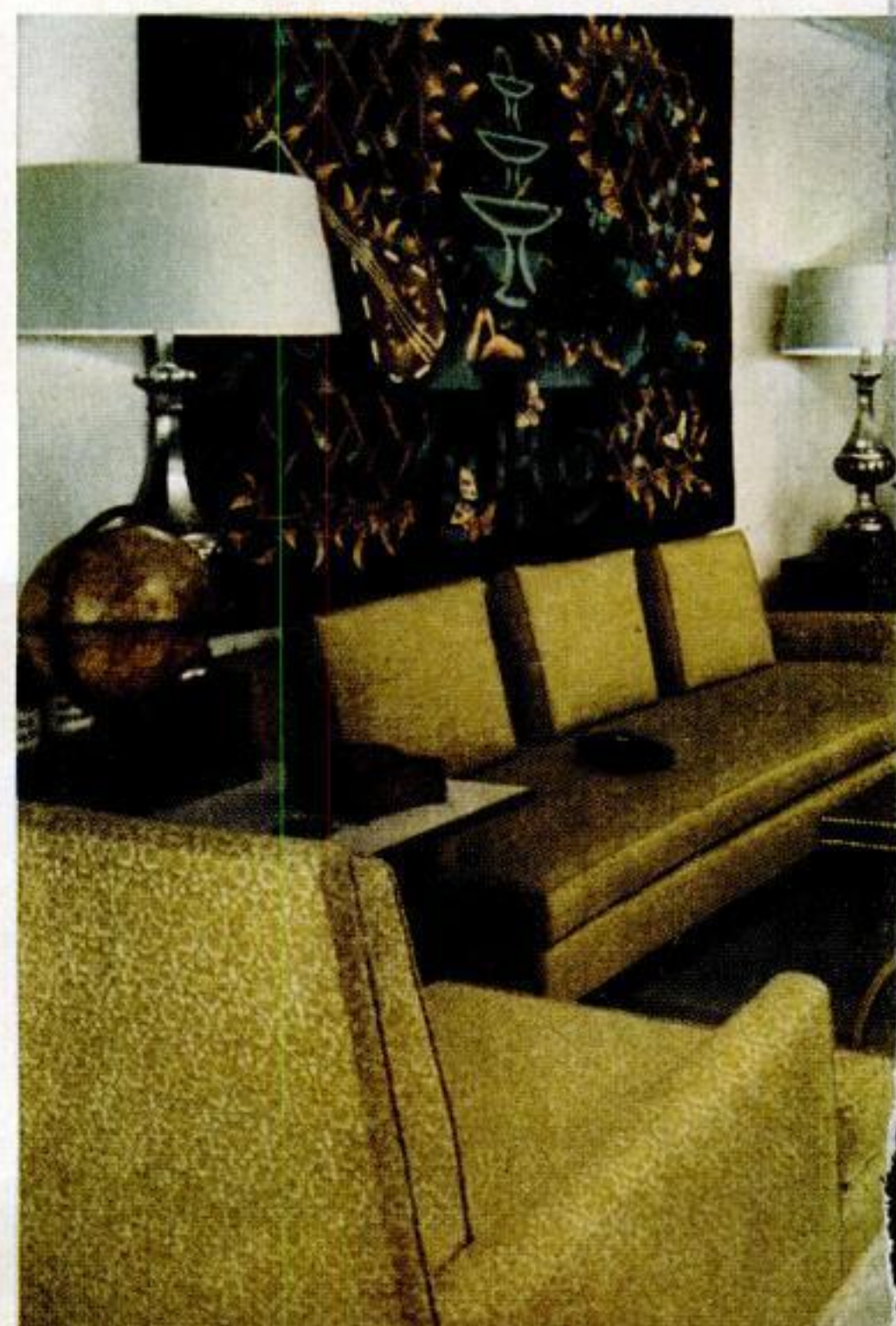
In rooms such as those shown on these pages, designed by well-known members of the American Institute of Decorators, antiques and modern furniture are teamed. Surprising colors become partners and ostentatious accessories abound—heresy yesterday, good taste today. There are doubters and dissenters. One householder muttered, "In fancy rooms like these, you'd sure have to keep your jacket on!"

**BAROQUE GRACE** has been re-created in a small dining room by Ellen Lehman McCluskey, mostly by a deft use of modern tiles. The balustrade and

wall niches are an illusion created by inlaid vinyl. The table suspended from the ceiling on gold chains is vinyl, too. Chairs are Louis XIV reproductions.



**RENAISSANCE RICHNESS** envelops a warm living room designed by Ellen Lehman McCluskey. Its color scheme is keyed to the Italian painting over



**GOTHIC SPLENDOR** was devised for a drawing room by Melanie Kahane who arranges fruit in the background. The early French Gothic monastery





the antique harpsichord. Velour wallpaper matches the round green rug. The chairs, marble coffee table and comfortable hassocks (*foreground*) are modern.



chairs (*right*), Gothic curtained panels (*rear*), which screen the patio, go well with the modern furnishings and modern French Aubusson tapestry (*left*).



**ROMANTIC CHARM** shows up in a living room with a loggia (*rear*), designed by Anne Winkler of William Pahlmann Associates. A modern white and

gold color scheme, white tile floor make fresh background for 18th Century English antiques and reproductions, Spanish floral rug, French accessories.

CONTINUED





**ARABIAN OPULENCE** is suggested by this room with outdoor dining terrace, designed by Altman-Dwork. The painting (*right*), bold use of color, bare teak floor are modern. The furniture is French, some old, some new. Rug was a lioness.

**NOSTALGIC COMFORT** was Yale Burge's idea for the study below. Table desk is a copy of a 1723 French Regency piece. The chairs and library steps (*right*) are adaptations of early French and Italian designs. The upholstery is black leather.





# Magnavox High Fidelity



Model MV353R with features for the High-Fidelity perfectionist: 332 sq. in. Chromatic TV, AM-FM radio, precision changer, Diamond Stylus, two 12" bass—two 5" treble speakers, 20-watt amplifier, decorative gliding top panel, record library space, \$595.00.

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You can now enjoy the full beauty of the world's great music from records or AM-FM radio, re-created with thrilling realism through Magnavox High Fidelity that also puts the breath of life into TV. The picture too, is so new its depth and clarity blended with "living sound" will enable you to enjoy all of television for the first time. Actors will become personalities—the great musical shows will give you the sense of being "on Broadway."

Magnavox instruments are the finest you can buy—yet, they cost you less . . . because they are sold *direct* to America's finest dealers. Only Magnavox Gold Seal instruments are so dependable that all parts are guaranteed for a full year and all service for ninety days. See and hear the wide selection of TV (from \$169.90) and Hi-Fi models (from \$129.90) at your nearest Magnavox dealer tomorrow.



The Magnasonic "410" Hi-Fi Phonograph an example of Magnavox quality, style and value. Four speakers, including 15" bass, 10-watt amplifier, Magnavox precision changer, Diamond Stylus . . . and other features found only at much higher prices in other makes. Only \$199.50 in mahogany.

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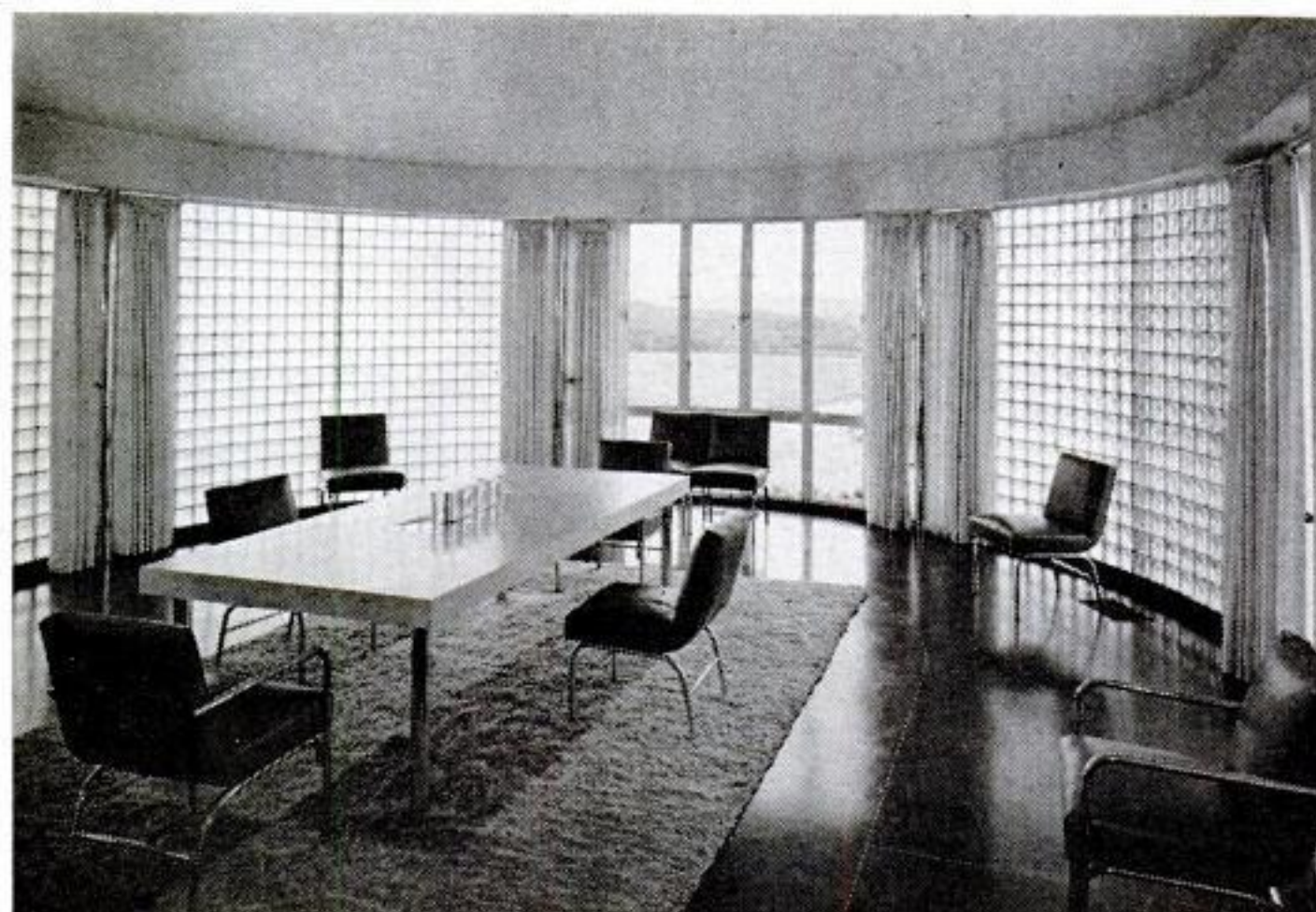
The Videorama MV144L, an innovation in styling and TV listening and viewing enjoyment. It blends the new Chromatic picture with a four speaker sound system that matches the finest picture in television. Concealed top controls. In a variety of woods. Only \$299.50 in mahogany finish.



## THE RECENT PAST'S STARK INTERIORS



**LIVING ROOM** in home designed by Marcel Breuer in 1936 is typical of the stark simplicity and bareness of interiors of past 10 years. Fireplace is the big feature.



**DINING ROOM** in house designed by Edward D. Stone in 1935 might be a company's board meeting room. As a forerunner, it helped establish stark interiors.

## TODAY DESIGNERS HAVE A DIFFERENT AIM

While many of the decorators represented in the furnishings show have designed bare modern interiors, they almost all agree now that the style in its uncompromising form has proved too cold to live with comfortably. "In the past," says Ellen Lehman McCluskey, "I've often had to check up to find out if my sketches were for a man's office or for his living room." Melvin Dwork says he will continue to design impersonal modern

interiors for offices and apartment house lobbies, but not for homes. "I don't like to live with modern furniture," he explains, "unless it is tempered with antiques." These designers do not suggest that people scrap the good modern furniture they now have or avoid using it in their redecorating. Nor, on the other hand, do they want rooms to be as muddled as they were in Victorian times. Warmth and individuality is what they are after.



**SHOW'S PARTICIPANTS** sit for group portrait at champagne party at the Coliseum the evening before the opening. Seated from left to right are Decorators Millicent Cushny, Dora Brahms, Inez Croom, Bertha Schaefer, Mary E. Dunn, Melanie Kahane (room shown on page 102), Ellen Lehman McCluskey

(rooms shown on pages 102 and 103), Anne Winkler (room on page 103), Edyth McCoon, Mildred Irby; second row, standing left to right: Furniture Designers Paul McCobb, Jens Risom, Harvey Prober, Edward Wormley, Yale Burge (room shown on page 104), Decorators Melvin Dwork and Irving

Altman (room shown on page 104), Neil Ferguson, Pierre d'Argout, L. Raymond Toucher; third row, left to right: James Daggett, John Wisner, Hector Grant, John Gerald, C. Eugene Stephenson, Edward Dick, Jerome Manashaw; back row: Richard Himmel (room on page 102) and William Pahlmann.



1866 · For 91 Years The World's Standard of Excellence · 1957

# Longines

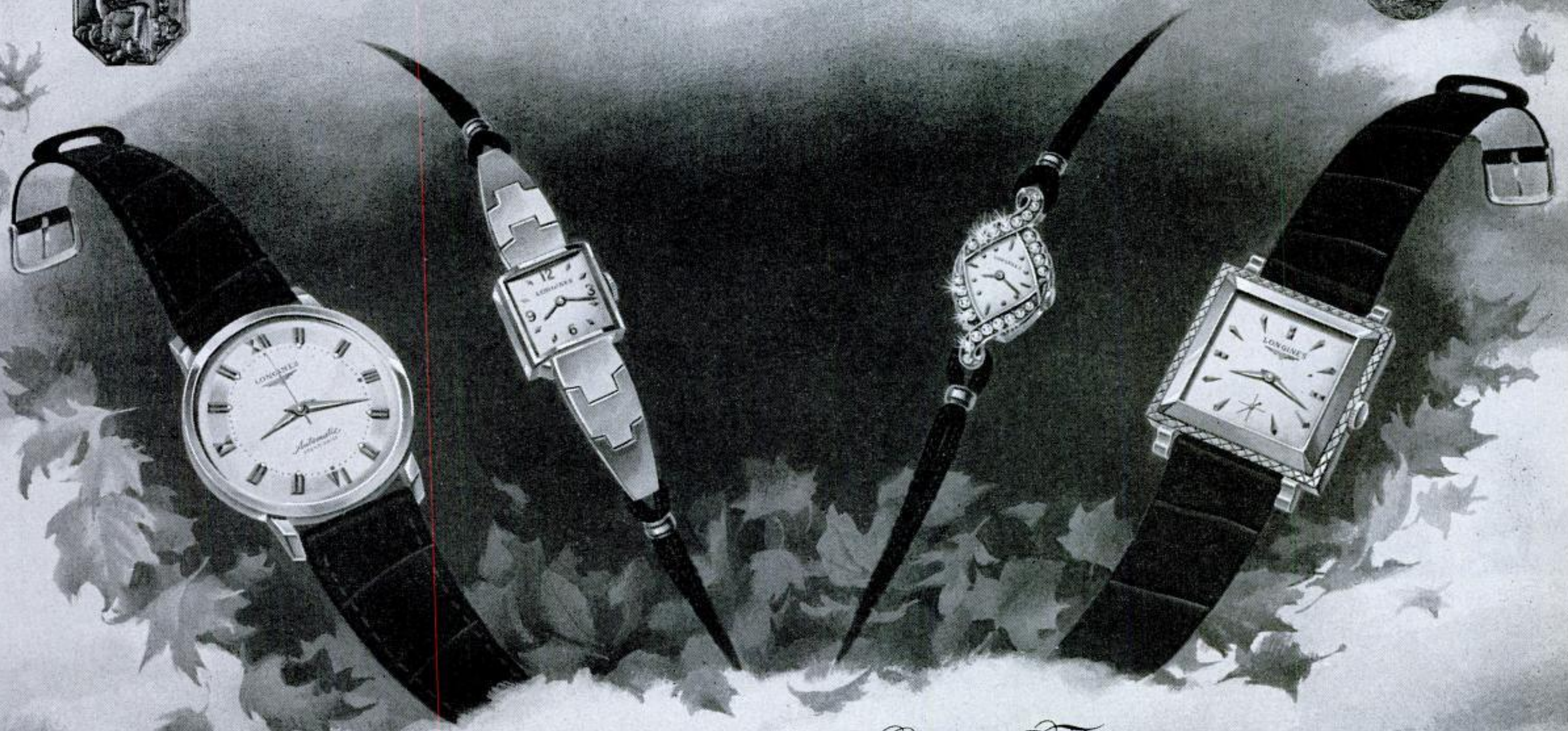
THE WORLD'S *Most Honored* WATCH

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For close to a century, Longines watches have held a place of pre-eminence among the finest of the world's watches. The honors won by Longines reflect superiority in every quality by which a watch can be judged—excellence of manufacture, elegance of design, perfect fitness for every need and service.

☞ A Longines watch will honor *your time*. And, among the

hundreds of Longines models, ranging from rugged simplicity to the ultimate in opulence, there is a Longines for every personality, for every taste, for every timing purpose—priced from \$71.50. At whatever the price, your Longines watch will be truly outstanding for quality, value and style. Your Longines-Wittnauer Jeweler will be *honored* to serve you.

*From the world-honored Longines collection—left to right: Nobel All-Proof Automatic—14K gold, \$195; Eldorado "C"—semi-bracelet watch, 14K*

*gold, \$125; Starlight Elegance S-C 24—magnificent 14K gold watch, with 24 superb diamonds, \$350; Pres. Pierce—handsome 14K gold watch, \$150.*  
Available throughout Canada at Longines-Wittnauer Jeweler Agencies

# *Longines-Wittnauer Watch Company*

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER





**SONS OF YALE**—Little League team, sponsored by Yale Rubber Manufacturing Company—supplier of rubber parts to General Motors—is made up of Yale workers' sons, managed by Yale man James Hiner. (top picture) President Eldon Henderson gets his polio shot.



**SOMETIME WELDER** Lee Handley, regularly a Yale inspector, became a welder to help build plant where he now works.



**SOMETIME STEELWORKER** Louis Grimes now bosses Yale pressroom — was in charge of all steel erection for new plant.



**SOMETIME MASON** Cam Polley headed masonry work for new plant—here Yale's chief inspector checks Pontiac front-axle bumpers.



# How some Sandusky citizens helped their town and General Motors, too

**M**AYBE it's happened in your town—it's happened in hundreds of hamlets, villages, towns and cities all over the country.

Industry comes to town. With it come new jobs for the home folks. The cash they earn spreads around. And soon most everyone shares in the new prosperity the new industry has brought to town.

At least that's what happened in Sandusky, Michigan, soon after the Yale Rubber Manufacturing Company arrived back in 1949.

And that's why the whole town rallied round three years later when the plant caught fire—and burned to the ground.

## Helping Yale

**T**HE FIRE was still raging when phone calls started pouring in to Yale President Eldon Henderson. A half-dozen local leaders offered to bankroll a new plant—the town itself offered \$20,000.

Cash wasn't needed—equipment and buildings were—but not for long.

While the ashes were still hot, bulldozers showed up to pile rubble. Farm trucks appeared to cart it away. Offers of office space in stores—warehouse space in barns—poured in. Later, when Yale tried to pay, there were almost no bills, just good wishes.

And as soon as plans for the new factory

were completed, the rubber workers became steelworkers, bricklayers, riveters, carpenters—literally built, with their own hands, the new factory they work in today.

## Helping General Motors

**I**N HELPING Yale Rubber bounce back, the good citizens of Sandusky were helping maintain the prosperity that came to town with Yale.

And, though Sanduskyites didn't know it, they were also helping GM.

Because Yale Rubber was—and still is—an important supplier to General Motors. In fact, General Motors purchases were one reason for Yale's success—and Sandusky's prosperity.

For during ten years of teamwork, Yale and GM's Pontiac Division have licked a lot of problems in making butyl rubber parts—Yale and GM's Saginaw Steering Gear Division have engineered product improvements by bonding rubber to metal.

As a result a lot of large and small companies have become Yale customers—including GM Divisions like Chevrolet, Cadillac, Buick and Detroit Diesel.

Today, Yale Rubber is a substantial part of the Sandusky landscape. On its payroll are 500 townsfolk making over 4,000 different parts for better than 600 customers. That includes over 250 different parts for

seventeen GM Divisions. And its sales to GM are measured in the millions.

What has happened in Sandusky, Michigan, is typical of what has happened in hundreds of towns and cities all over the United States. Local manufacturers have found that, if they meet delivery dates with quality products that GM needs, at competitive prices, GM is interested in doing business with them. New business has flowed into their communities—and as a result, these communities in every state share in GM's success.

How much they share is shown by the fact that outside suppliers of materials and services receive, in total, close to 50¢ of every dollar that GM takes in from the sale of its products.

## Michigan Small Business and General Motors

Of the 26,000 business firms from coast to coast supplying GM Divisions with goods and services—more than 6,000 are in GM's home state of Michigan. Of these, more than 4,500 are small firms—employing less than 100 persons—which, in total, have received as much as 350 million dollars in a year from General Motors.

GENERAL MOTORS—Good People to Work for—Good People to Deal with



**CIVIC-MINDED CITIZENS**—Many Yale workers are active in Sandusky affairs. (l.) Yale Treasurer Russell Henderson (seated), who is City Council President, discusses civic matters with Mayor Orval Finkbeiner. (r.) Stock cutter Jay Black is Sandusky's Health Supervisor.



**SPREADING PROSPERITY**—Purchases by Yale workers like Mildred Labor and Margaret McWilliams boost supermarket sales. New motel run by Mrs. O. J. Campbell houses many Yale visitors who get reservations through Yale man C. A. Nelson.



# Eliminates a Pressing Problem...

## NORGE Dryer with Automatic Wrinkle Out

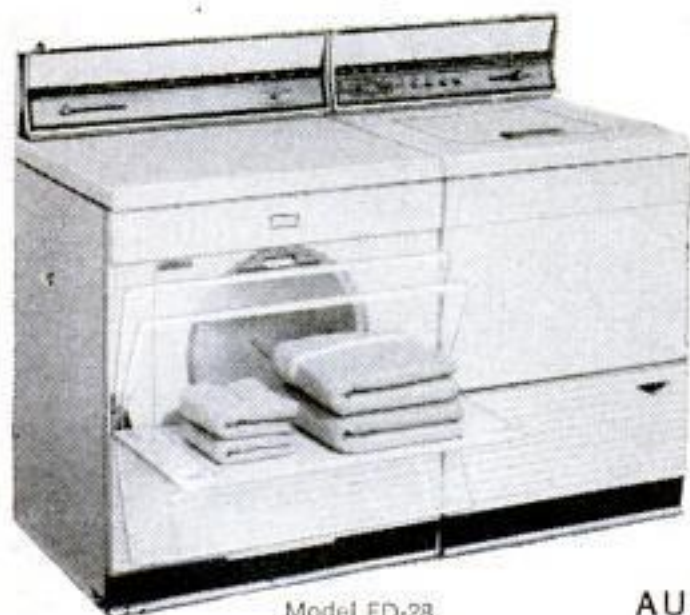


You need never dry another thing outdoors. Exclusive features in this 1958 Norgé permit handling of items that could never before go in an automatic dryer. And they'll dry better—softer, fluffier, more wrinkle free—than they will on the clothesline.

**Choose 4 Ways to Dry.** You can dry with room temperature air or heated air...and you can dry with or without tumbling. There's even a handy rack that goes inside the drum for stationary drying of knit sweaters, foam rubber pillows, plastic lined baby garments, lacy negligees, sheer nylons.

**Choose Gas or Electric** and get all these wonderful features. See your Norgé dealer today—ask him to show you the extra large smooth cylinder, positive protection against scorching, largest blower fan and other outstanding Norgé extras.

### 4-POSITION HAMPER-DOR



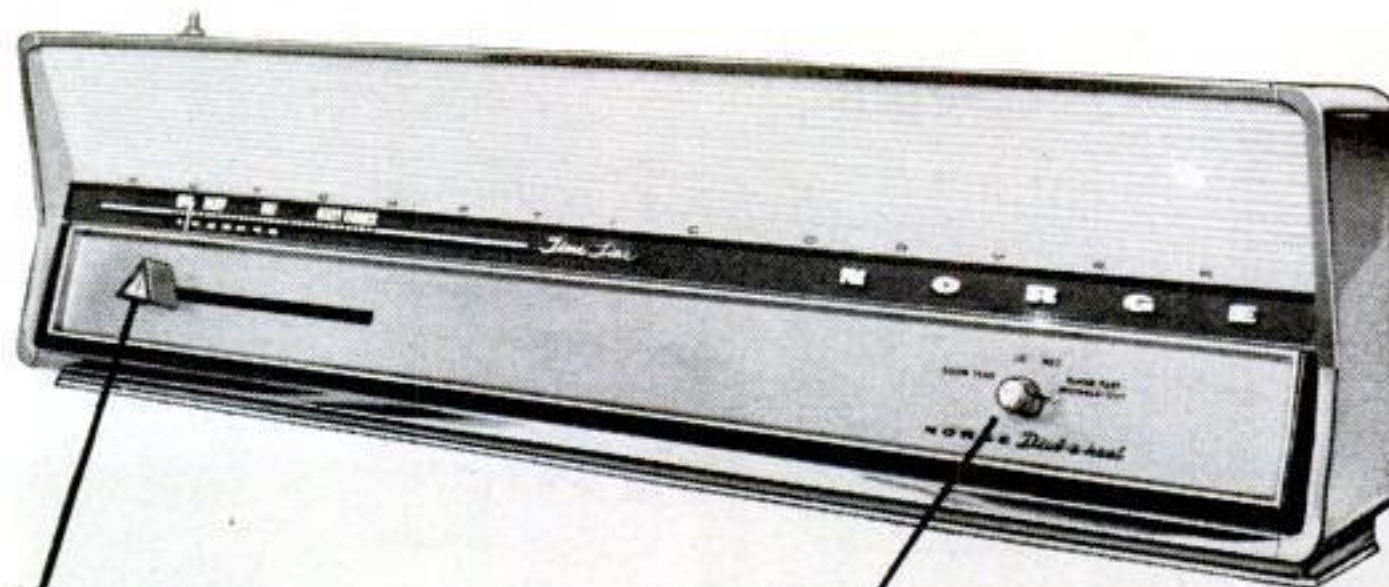
Model ED-28

Closed, it hides porthole to match washer perfectly. One quarter open it's a chute to funnel clothes right into drum. Half open it's a sort 'n stack shelf. And it opens all the way for up-close basket loading.

Model AW-28-2

### Choose **AUTOMATIC WRINKLE OUT**

Wash 'N Wear suits, dresses, shirts, blouses, skirts are dried at a special safe, high heat, then cooled quickly for 5 minutes. It's the wrinkle-out method recommended by the fabric manufacturers.



**Choose TIME.** Just set the exclusive Norgé Time-Line Control for any drying time from 5 to 120 minutes.

**Choose 4 HEATS.** Choose room temperature air, low, medium, or super-fast setting to tailor heat to dryer load.

**FAMOUS NORGE DRYERS START AS LOW AS \$119.95\***

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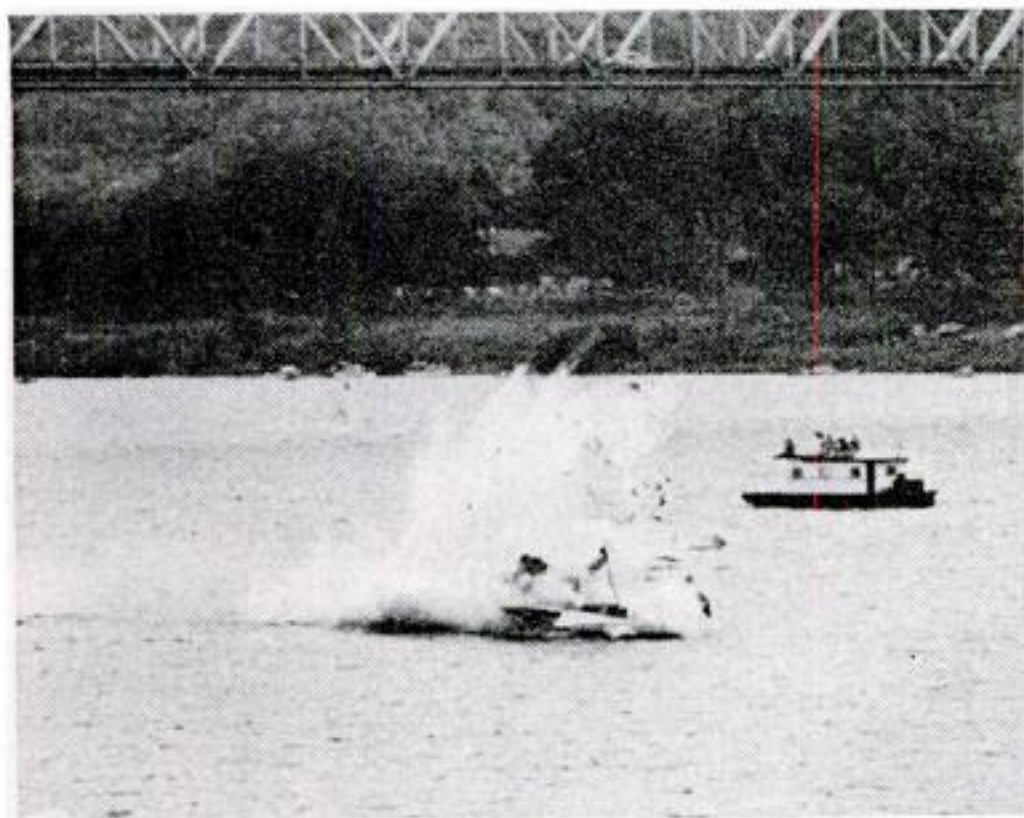
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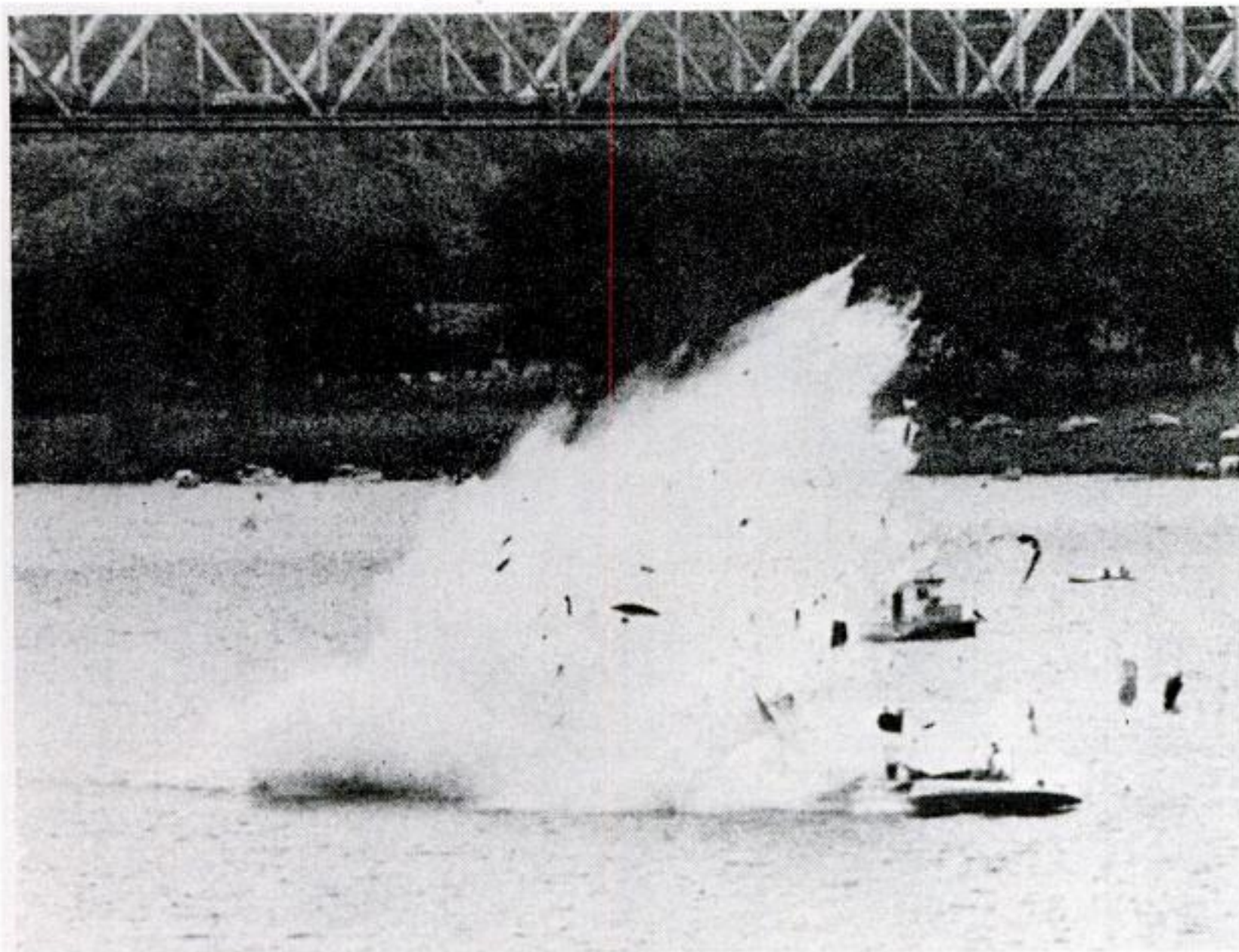
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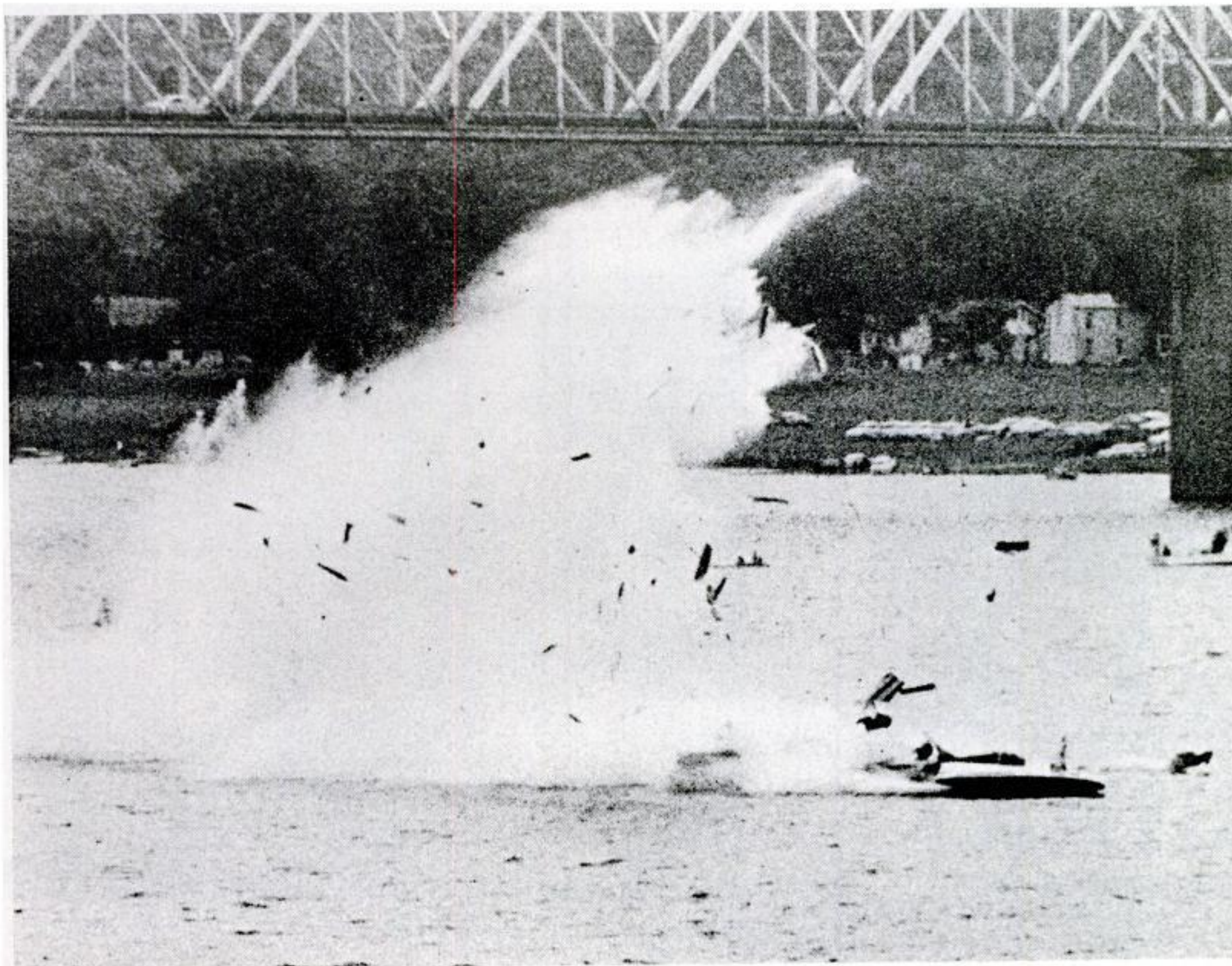
# A racing boat goes to pieces



*Miss Thriftway*, which most racers consider the greatest hydroplane racing today, was speeding at 160 mph down the Ohio River near Madison, Ind., leading the field in the Indiana Governor's Cup event. As Jim Harlan of the Louisville *Courier-Journal* aimed his camera to take pictures of the big boat skimming past the judges' stand, *Miss Thriftway* suddenly jumped in the choppy water. Soaring 10 feet, it burst like a clay target. Apparently it caught a swell and the force of the bounce split the boat from bow to stern, demolishing the entire left side. While a crowd of approximately 50,000 looked on in amazement, Mira Slovak (*next page*), driving hard in second place, stopped his boat, jumped into the water and helped rescue Bill Muncey, *Miss Thriftway's* driver.



**BREAKING UP** as it violently slaps the rough water (*above*), *Miss Thriftway* flies into pieces near Ohio River bridge (*left*). After smashup remainder of hull skids away from mounting spray (*below*). Boat's driver, Bill Muncey, was thrown 50 feet away.



CONTINUED

## HOUSEHOLD HINTS



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**Replace Felt Lamp Base With Weldwood Contact Cement.** Spread thin coats of clean-working Weldwood Contact Cement on lamp bottom and felt cut to size. Wait till both are dry to touch, then press together. This washable, non-staining many-purpose cement comes in convenient bottles and cans from 29¢.

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... gently... overnight!



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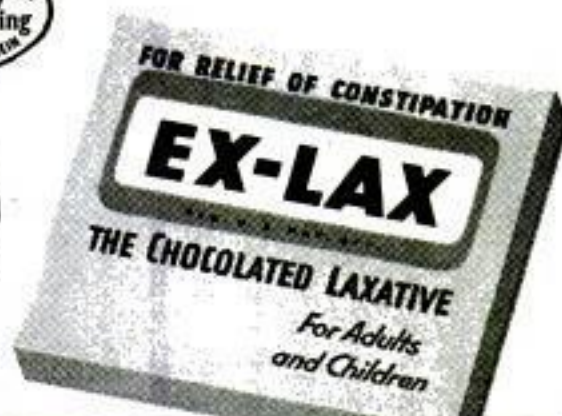


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2—EX-LAX continues to help you toward your *normal regularity*—seldom, if ever, is it needed next day. So when you need a laxative, use EX-LAX.

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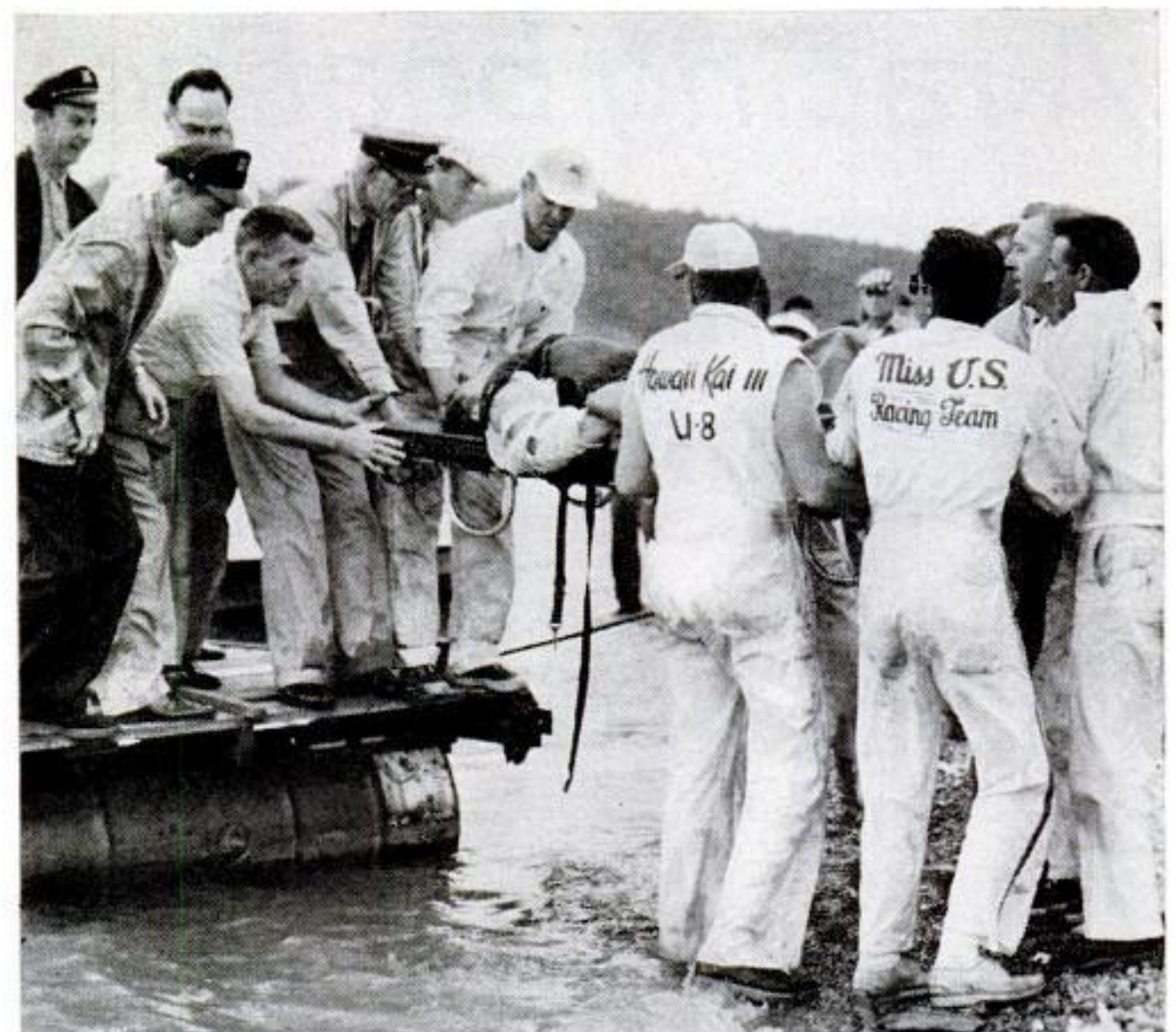
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## Racing Boat CONTINUED



**RESCUED DRIVER** Bill Muncey is carried ashore by Coast Guardsmen and crews of other boats. Semiconscious, he suffered only minor cuts and bruises.



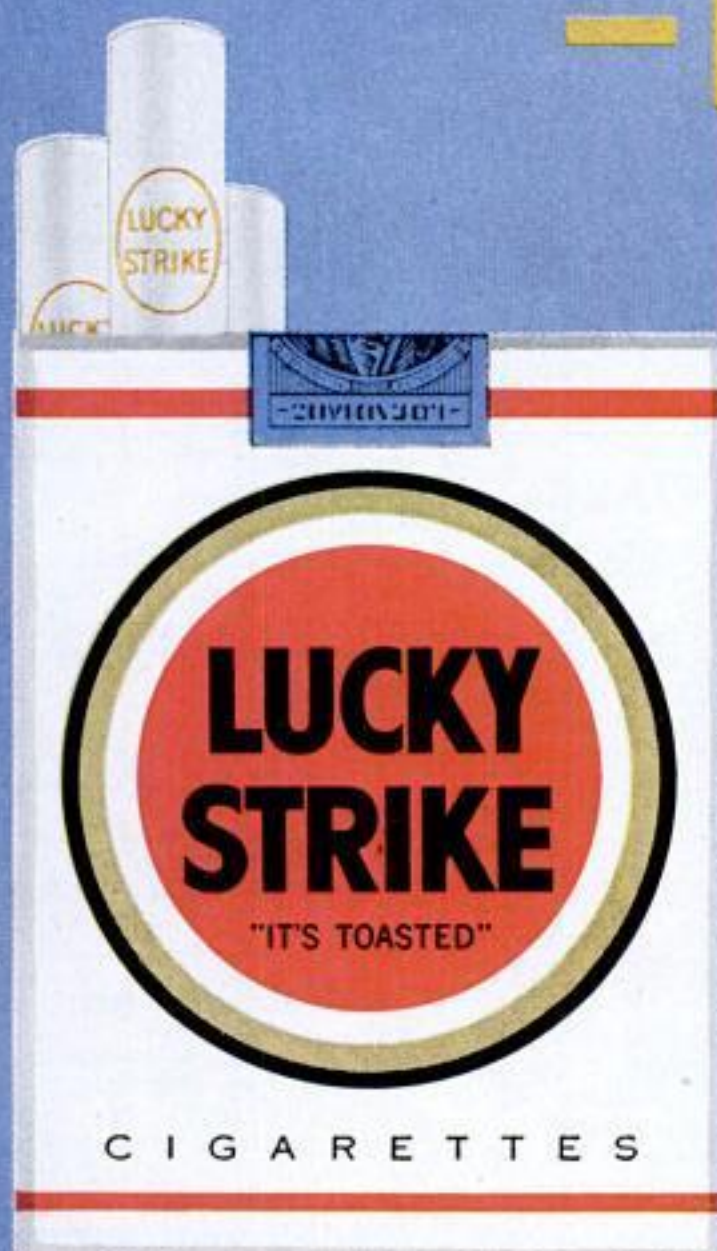
**RACER WRECKAGE**, with most of portside gone, is hauled from Ohio River. *Miss Thriftway* twice won top U.S. hydroplane championship, the Gold Cup.



**HEROIC RESCUER**, Mira Slovak squats on his boat, *Miss Wahoo*. Four years ago he commandeered a Czech passenger plane and defected to the West.



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<b>ASSISTANT BOOKKEEPER</b> with college background to train in pricing section of steel warehouse.	<b>CHEMISTS</b> organic pigments, intermediates & dyestuffs. Research & development. We have openings for a man with experience in this field and also for a capable, aggressive, Jr. chemist. Write full details.	<b>ELECTRO ENGINEER</b> TV-DIGI Extremely Impo Development Program Stc An alert engineer having exp television & digital computer techniques is required for a responsible position in a radically new field of electronics... <b>EXCELLENT OPPORTUNITY IN A BRAND NEW FIELD WITH INTERNATIONAL SIGNIFICANCE</b> SUBMIT RESUME	<b>JOB</b> You name it. Shell has thousands of jobs to do — and be done. To bring you Shell products and services takes jobs ranging all the way from architect to zone foreman. The most important job of all: to integrate them smoothly and efficiently to bring you better products and improved services at reasonable prices. Shell's five separate companies handle this job in expert harmony.	
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## Jabberwocky

Jaw-breaking names and complicated formulas are the official language of oil scientists. Sometimes, you can't figure out what they're saying until years later — when the results of their research turn up in your home, your business, your car. Tough plastics, dunk-and-dry synthetics, powerful new gasolines: they're *easy* to understand.

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## Jack board

When they string pipes in the oil fields, they use these boards to jack 'em up while they make the connection. You can't buy a jack board in a hardware store — so oilmen are carpenters as well as drillers, roustabouts, chemists, muleskinners. It takes thousands of skills to bring you oil's 1001 good things.





# OF GOOD THINGS ABOUT PETROLEUM

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In a spanking breeze, the right cut jib sends a sloop slicing through the water like a porpoise. Both Sunday sailors and ocean Cup racers swear by synthetic sails made with the help of oil: they need no break-in, are light and strong, never shrink. P. S. Today's sailors like the new marine paints made with Shell Epon® resin, too.



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Coming in 1959 — a huge celebration for the 100th anniversary of the world's first commercial producing oil well. Reason: Since 1859, oil and oil products have been responsible for a big part of our progress in achieving history's highest standard of living, lowest disease rate, and longest span of life.



## Jobber

He's an independent businessman who makes sure you get Shell fuel oil and gasoline when and where you want it. Because your need for oil products will jump more than 50% by 1965, many jobbers are building now to grow with our economy. Small business keeps pace with tomorrow, too.



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It's one of Canada's most important sulphur-producing areas. Shell extracts this yellow mineral from natural gas, pours it into man-made mountains, then blasts it into chunks to help bleach paper white and clear. Next time you get a dazzling letter, think of Jumping Pound.



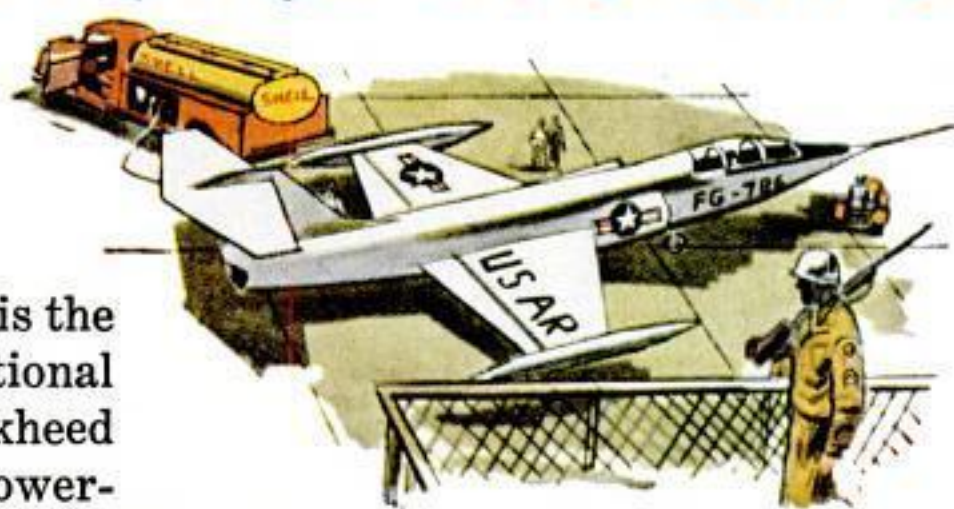
## Journey

By barge, pipeline, tank car or truck, it's a long way from oil field to you. Yet oilmen have managed to keep transportation costs low. Example: They send a gallon of petroleum from Houston, Texas, to Boston, Massachusetts, for *half* what it costs to mail a post card the same distance.



## JP-4

This ultrasonic baby is the world's fastest operational fighter. It's the Lockheed F-104 weaned on a powerful jet fuel: Shell's JP-4. All Shell fuels give you more go: try Super-Shell with TCP in the family chariot — and *feel* what we mean.



**J**OBBS — because they're really people — come in all shapes and sizes. At Shell there are so many unusual specialists — a paleontologist, a jug hustler, a derrick monkey, a shot hole driller — that it's surprising how important and specialized an "ordinary" job can be.

But whether they're specialists or non-specialists, 40,000 people at Shell find that working in the oil industry is satisfying and rewarding. More than 3960 have been with us for 25 years, 15,296 for at least ten years, and over 3300 are living fruitful, retired lives. Shell people are proud of their record of service — and happy to welcome new co-workers who join any of the five Shell companies.

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**THE SHELL COMPANIES**





SEVENTH IN A LIFE SERIES: 'GREAT ADVENTURES'

# ***HUNTING THE HUGE***





# ALASKA BROWN BEAR

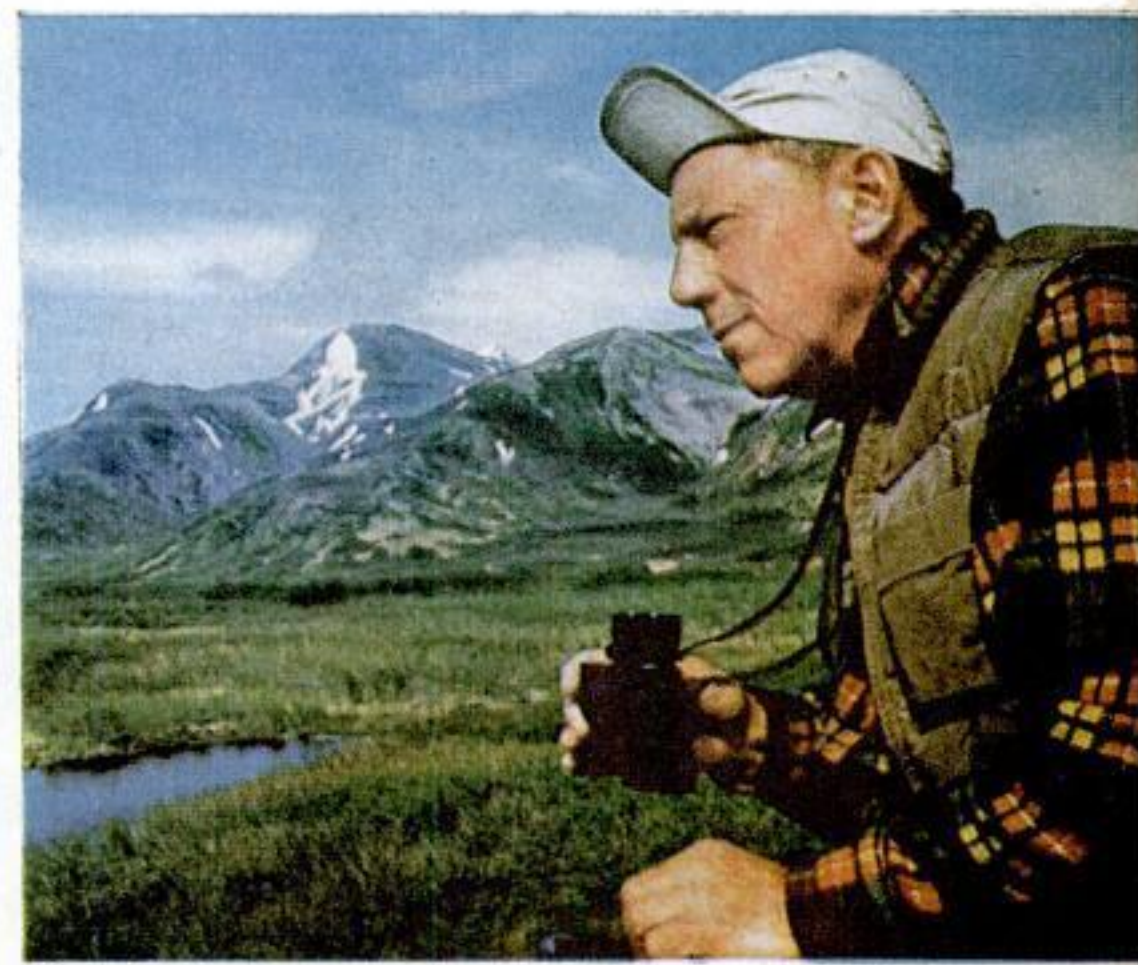
*An ardent sportsman  
bags North America's  
most imposing quarry*

Photographed for LIFE

by N. R. FARBMAN

**W**HEN the great brown bear of Alaska raises his massive frame and fearlessly surveys his domain, he presents in full the awesome aspect that makes him the most imposing big game animal in North America. Hunters dream of confronting him, but comparatively few have succeeded because of the distance and expense involved. One who has is Arthur Thureson, a 54-year-old lumberman of Howell, Mich. This spring, with Guide Bud Branham and with LIFE Photographer N. R. Farbman, Thureson flew down the Alaska Peninsula to fulfill his dream.

The big bears roam the Alaskan coast and Kodiak Island, where they acquired the name Kodiak bear. They weigh up to 1,600 pounds and can stand nine feet tall. Fierce and courageous, they are rarely downed by one shot and many an unwary hunter has been mauled or killed by his wounded quarry. The bear is also an unpredictable antagonist that may flee, stand his ground fearlessly or wheel into a terrifying charge at a pace, as one guide put it, "at least five times as fast as the hunter believes." These qualities make the great bear a superb quarry, and they were uppermost in the minds of Thureson and Branham as they set out over the rough terrain.



THURESON KEEPS LOOKOUT FOR THE QUARRY

← **REARING UP**, a big brown bear stares inquisitively at Thureson after hearing him approach. It wheeled, disappeared into the bush.

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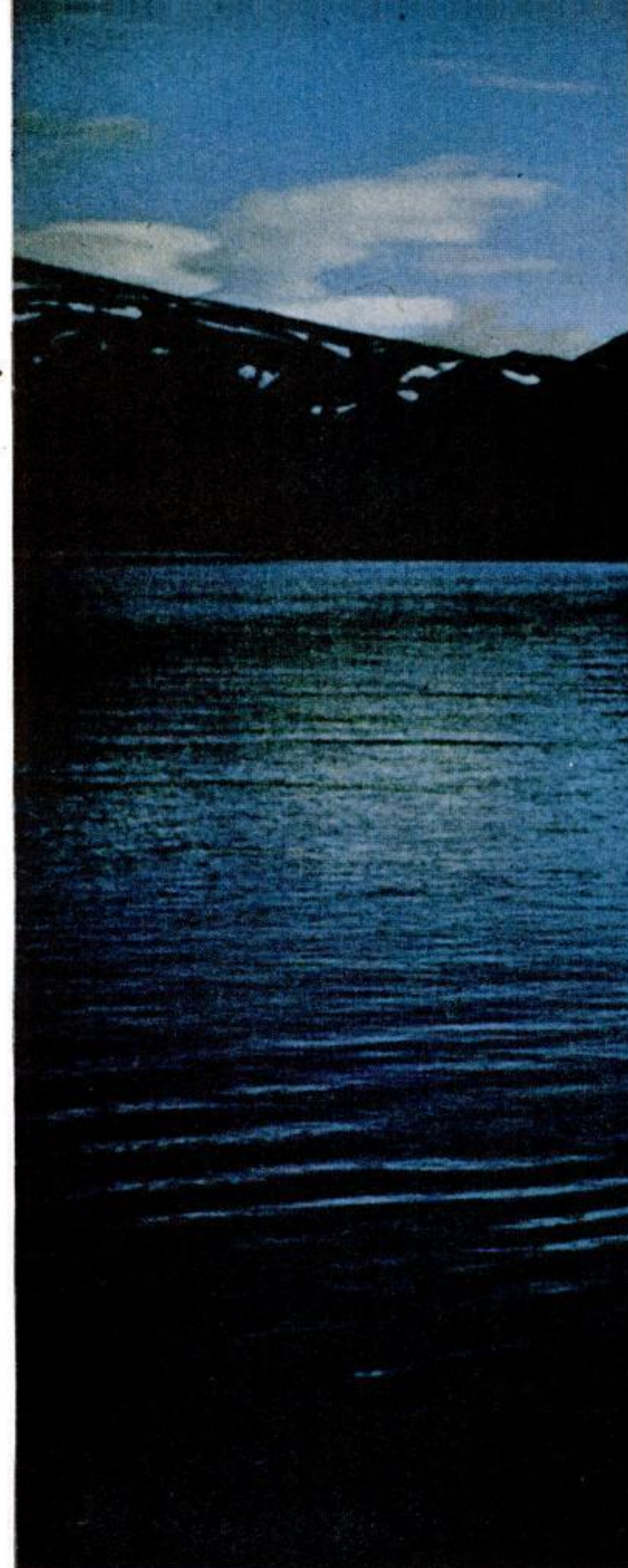


## *A trek through thickets, bogs, bluffs*

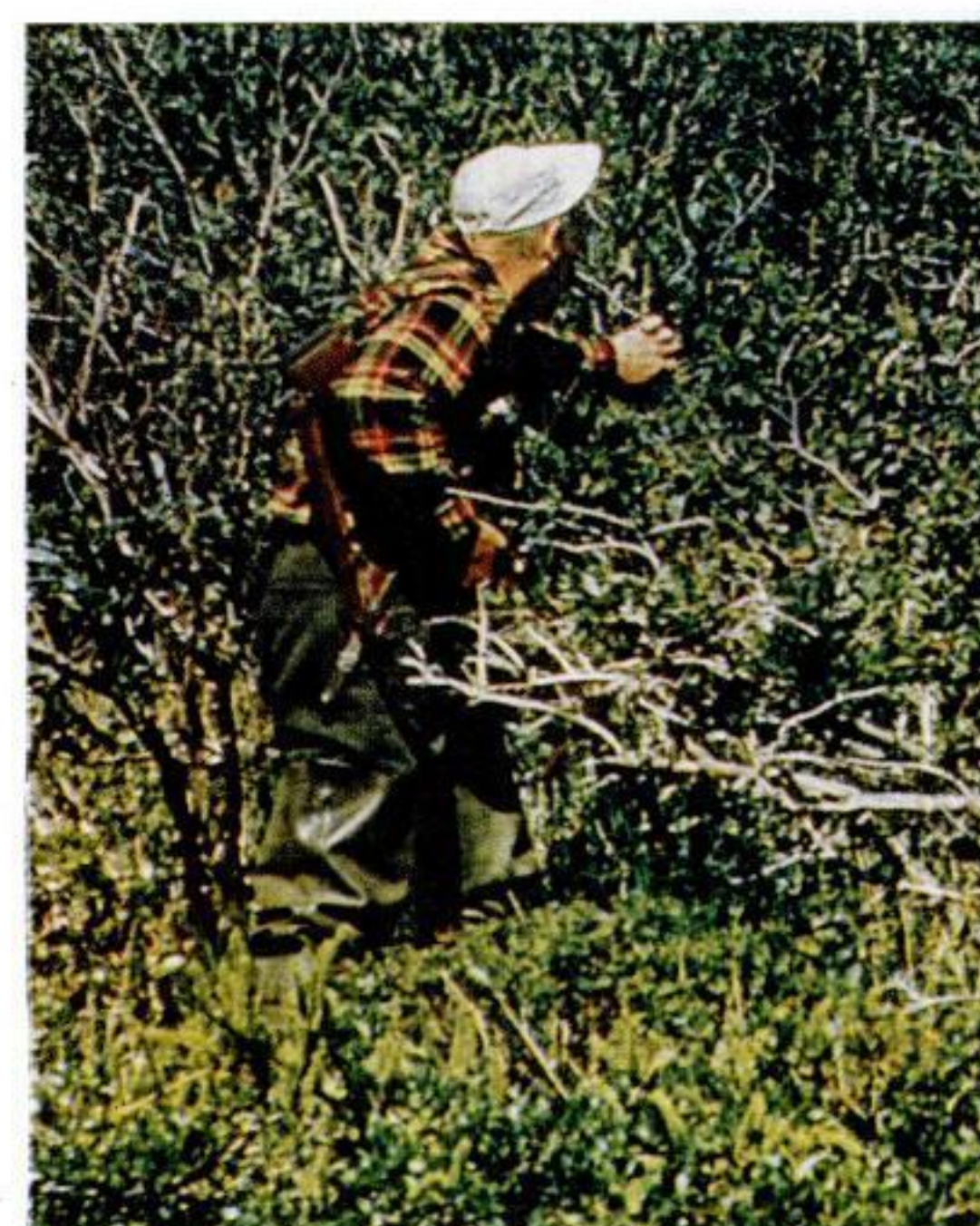


**A STEEP BLUFF** of loose rocks in bear country provides treacherous footing as Thureson inches his way to the top where Guide Branham

awaits him. An experienced hunter, he followed doggedly wherever Branham guided without asking for comforts others did not enjoy.



UP AND MOVING OUT ON THE TRAIL IN THE



**MATTED ALDERS**, an exasperating obstacle, form a tangled barrier as Thureson pushes through. Wounded bears often take to alder





EARLY MORNING, RIFLE HELD READY, THURESON SLOSHES IN HIP BOOTS ACROSS A WIDE, SHALLOW BAY TO AVOID TAKING THE LONG WAY AROUND



thickets for cover, making pursuit dangerous because a hunter may not spot his quarry until he is within reach of its murderous charge.



**A** GRASSY BOG is crossed by Thureson and Branham, who leap from one hummock to another in hip boots. Because of the

continual climbing over hummocks, Thureson calculated that he traveled as many vertical miles in bogs as horizontal.

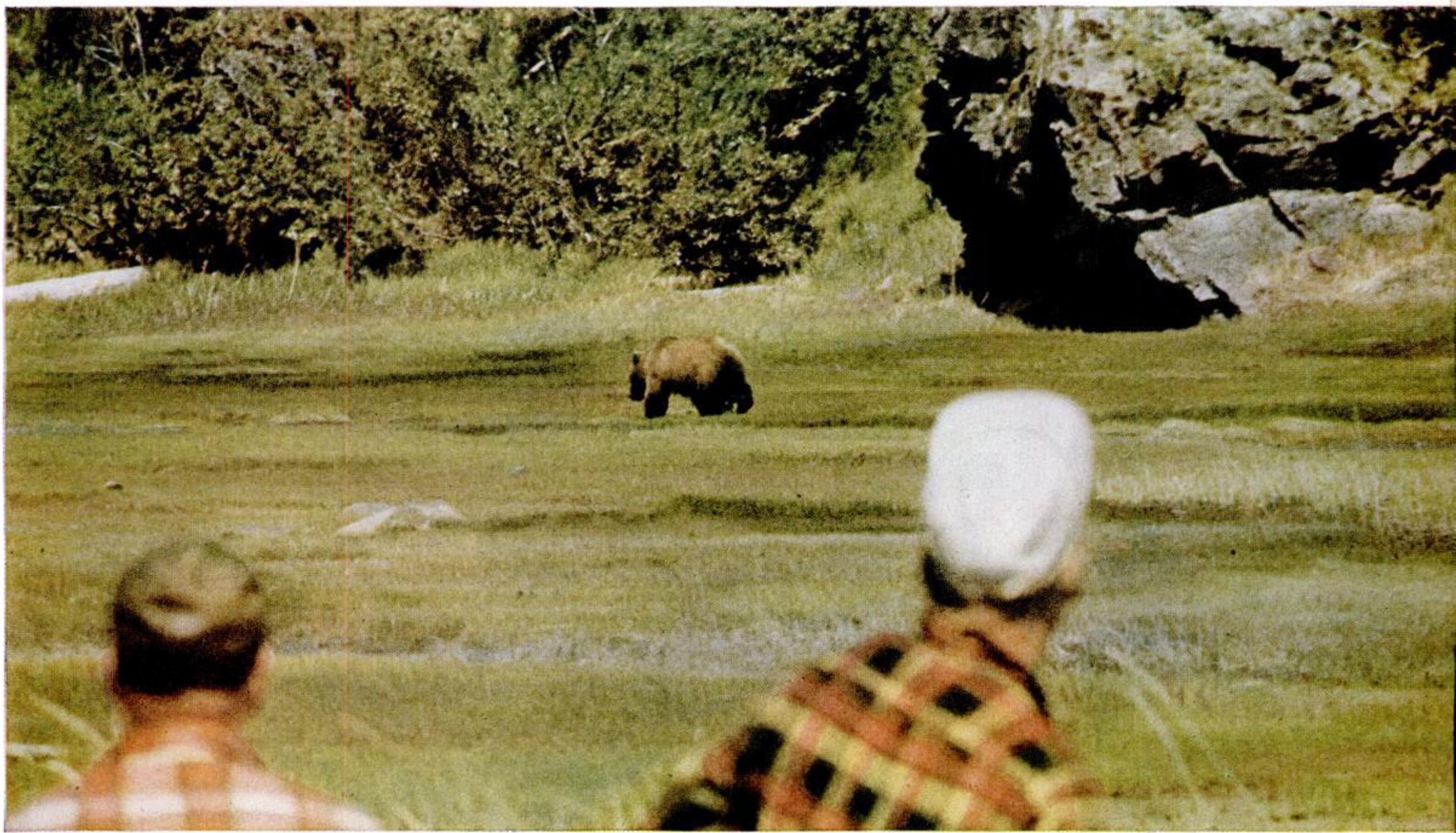
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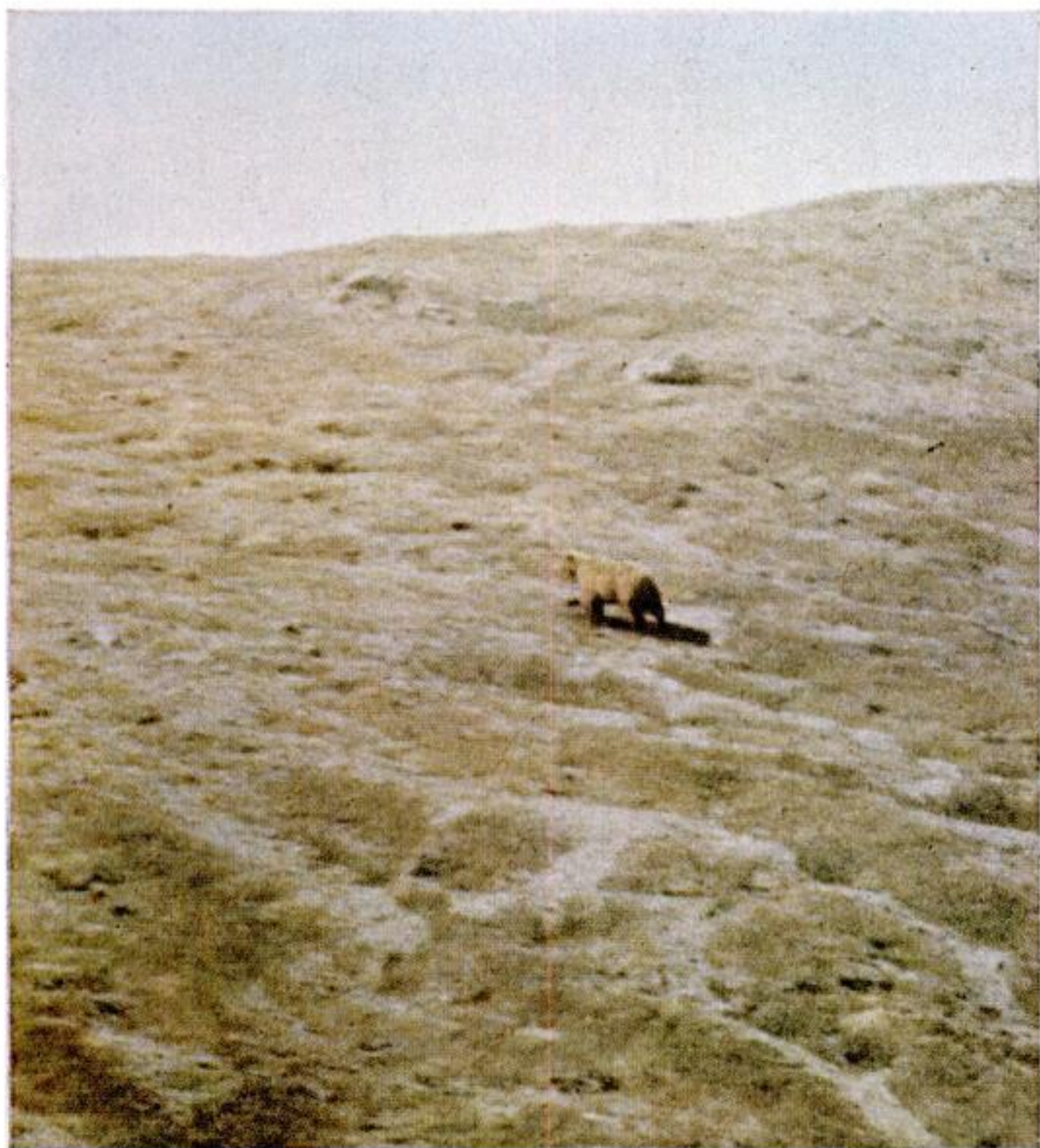


## The hunters' thrilling sights of big game in the wilds



**HEADING FOR COVER**, a big bear lumbers toward the sheltering trees and rocky outcrop beyond as Thureson and Branham watch. They had made a careful approach to the bear, worked their way within

100 yards before the bear caught their scent and turned to flee. The two men sighted about two dozen bears during their trip but tracked only the ones which appeared to come close to being of record size.



**UP A HILLSIDE**, 500 yards away, runs a female who winded the hunting party before they caught sight of her. Despite their immense bulk, brown bears are extremely fast, with an estimated top speed of 35 mph.



**OVER THE TOP** goes the female (*see left*). Earlier, party had spotted a big bear in the area, felt sure on meeting female that mate must now be at hand. Hunch paid off, for a huge male hove into view (*next page*).



## Sure aim, great memento



**IN HOT PURSUIT**, Thureson takes the lead as he runs for position to get a clean shot at the bear which appeared as its mate fled over the hilltop (*preceding page*). Branham trails, his gun ready to back up Thureson.



**DRAWING A BEAD** on his quarry a long 300 yards away, Thureson calmly drops to one knee and squeezes the trigger of his scope-sighted .375 H&H Magnum as he gets his first shot at the bear.



**BEAR BROUGHT DOWN** but still struggling to keep moving, Thureson hurries forward and pumps another bullet into it from closer up. Though his first shot hit the bear in the ribs, four more were needed to kill it.

**TRIUMPHANT WITH TROPHY**, Thureson mops face as he and Branham → admire bear. Field measurements indicated it was in record class. Hide is 119 inches long, is being preserved as a memento of a memorable hunt.









# now quick cooked



You know what the cookbooks tell us.  
The less time you cook vegetables the better!  
Quick-cooking saves the fresh flavor, natural color and  
good nourishment, too.

And now the Green Giant has found a way to  
quick-cook corn. His Niblets Brand corn now  
zips through a dramatically different kind of pressure  
cooker under split-second automatic control.  
Whoosh! It's done.

The flavor would fool a dyed-in-the-wool roastin'  
ear fan. New quick-cooked Niblets. Just heat  
and get happy!

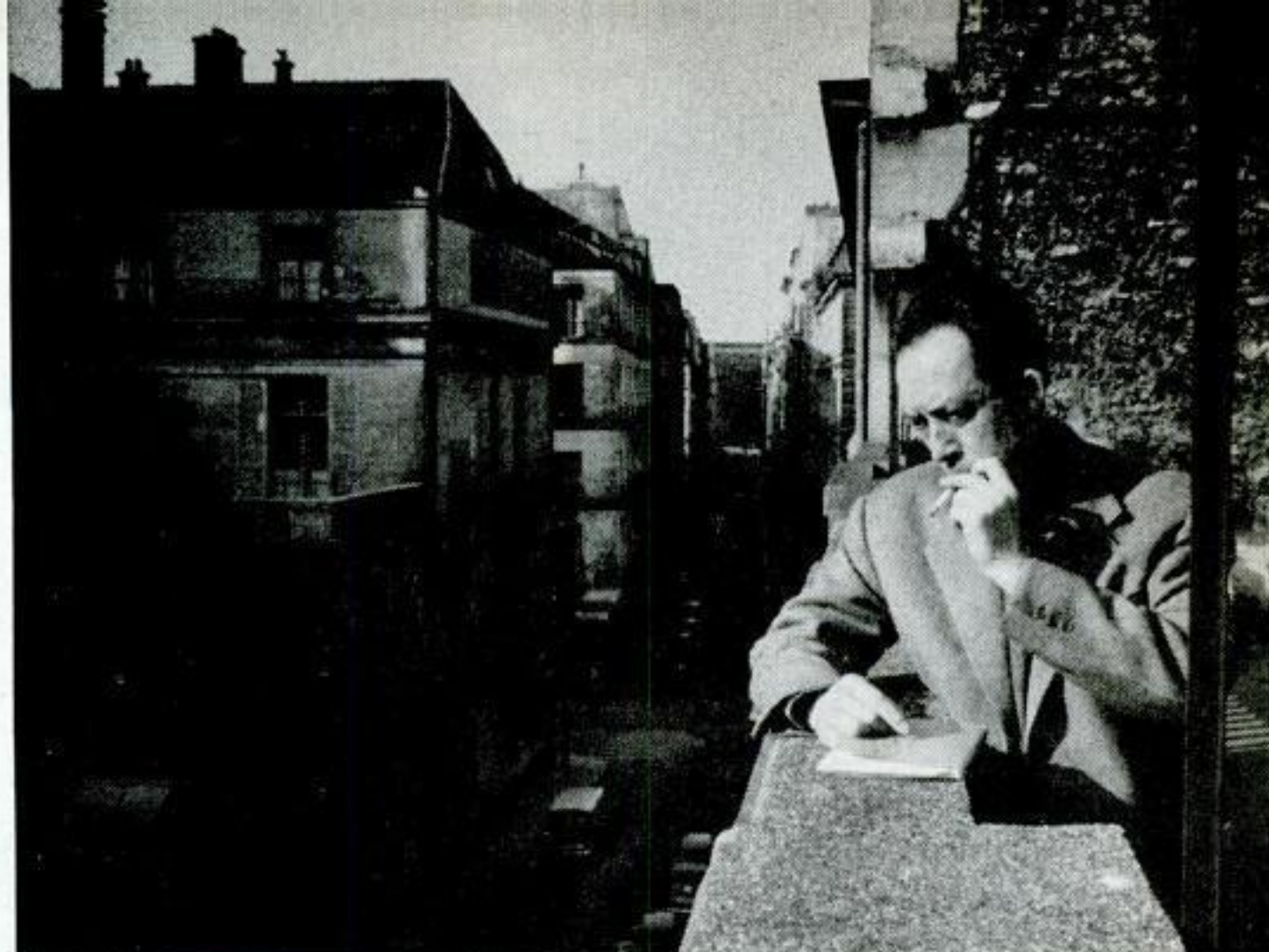
**NIBLETS BRAND CORN**  
*the quick-cooked corn*

**Choice of two family sizes:** 12-oz. can,  
serves 4 to 5; 7-oz. can, serves 2 to 3.



CLOSE-UP

# Action-packed Intellectual



CAMUS reads standing outside his office at Paris publishers, where he is an editor.

*"I don't like to work sitting down. I like to stand up—even at my desk. I probably need to wear myself out."*

**I**N the U.S., Albert Camus is best known as a novelist, author of *The Plague*, which appeared in 1948, and *The Fall* (Knopf), which appeared earlier this year. In France he is considerably more, an intellectual in action and a versatile writer who switches at will from novels to philosophical essays (*The Myth of Sisyphus*) to journalism to writing hit plays (*Caligula*) and even directing them. "I consider myself an artist first, almost exclusively," says busy Camus. "What is an artist? Principally a vital force, and of that, frankly, I think I have almost too much. It wears me out."

At 43, Camus lives in Paris and jealously guards his personal privacy—relaxing his restrictions for these exclusive LIFE photographs. He was born poor, in Mondovi, Algeria, "halfway between misery and the sun." Growing up in Africa, he became an actor and alternated playing leading roles in stock companies with writing his university thesis in philosophy. A fighting editor of the leftwing resistance daily *Combat* during the war, he was closely associated with Existentialist Jean-Paul Sartre. But he broke with Sartre in 1952 over the latter's espousal of Communist dogma. "It is not the job of intellectuals," declares Camus, "to exalt even slightly the right of the strongest. . . ."

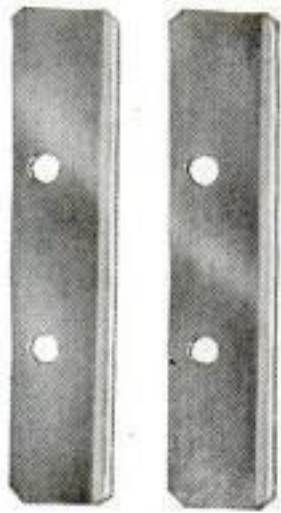
Camus early held to the view that all life is an absurdity. But his beliefs appear to have undergone some positive changes with each new work. In *The Fall* he excoriates the wallowing complacency of the "hero" who, guilty of grave sins against humanity, pleads their historic necessity. His next book, now under way ("But slowly. I destroy and start over"), may go further. It deals with the Hungarian revolt "because that is the most important postwar event."

CAMUS directs rehearsal of his *Caligula* at theater where his version of Faulkner's *Requiem for a Nun* has played for over a year.

*"The theater is the greatest of literary forms because it is the most difficult. The difficulty consists in putting lofty ideas to a wide audience where imbeciles sit side by side with intelligent people. It demands great art."*



# The single edge blade with the double life!



*new thin edge*

## Eversharp-Schick Injector Blades

**P. S.** If you haven't tried the all-new Eversharp-Schick Injector Razor ... do it quick! You'll find it's the smoothest, the blades the sharpest, the shaves the greatest!

**20 BLADES ONLY 73c**



AFTER morning rehearsal Camus greets Actress Dominique Blanchard outside theater with a kiss.

*"The friendships we have here, which are born of our common adventure, are really the best."*

REHEARSING in rain in outdoor Shakespeare theater in Bois de Boulogne, Camus, who was once a soccer goalie, races athletically through a part (right and below) in Lope de Vega play he is directing.

*"As a director I play all the parts. The theater is the art where the human body reigns; for me it is the body first which counts on the stage. My kingdom for a drama school which will teach that!"*



**CAMUS** CONTINUED

CONTINUED

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**No constant watching!** You dial the temperature listed on the handle—the saucepan does the rest. Makes cooking almost foolproof. No boiling over, no burning.



**Perfect results every time.** New, more accurate Silicone control lets you cook each food at its right temperature.



**You'll use it for everything . . .** stews, fried foods, pot roasts, fresh and frozen vegetables, main dishes like spaghetti and rice—even casseroles. And

you can even use it for foods that normally require a double boiler. The General Electric Automatic Saucepan makes puddings and sauces like a dream.

## New General Electric Automatic Saucepan makes a delicious difference in all foods...\$19.95\* (with cover and removable thermostat)

Meats, vegetables, desserts—all foods turn out better-tasting thanks to special Silicone heat thermostat. Saucepan makes meal preparation faster . . . cooler, too!

**YOU'LL** be amazed. This new saucepan cooks your food better than a stove. No stove-burner guesswork . . . you dial the exact heat best for each food.

And that's very important. You know what a difference the right temperature makes when you're baking a cake in the oven . . . well, selecting the right temperature makes a beautiful difference in "top of the stove" cooking, too! See it at your dealer's now. 2-quart size with cover and removable thermostat—\$19.95;\* 4-quart with cover, removable thermostat and fry basket—\$24.95.\*

General Electric Company, Portable Appliance Dept., Bridgeport 2, Conn.  
\*Manufacturer's recommended retail or Fair Trade price.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



**Keeps food hot** between servings. Perfect for buffets, too. Makes a handsome addition to the table—comes in polished aluminum with dark brown trim.



**Completely immersible!** Special removable thermostat pulls right out like a plug—so you can wash the automatic saucepan like an ordinary pan.



EVERY SINGLE DAY  
WILL BE

Wonderful

**WONDERFUL** because I made some big changes—in dress, make-up, job! I even changed my sanitary protection—changed to *Tampax*—and now, even “problem days” can be wonderful, too!



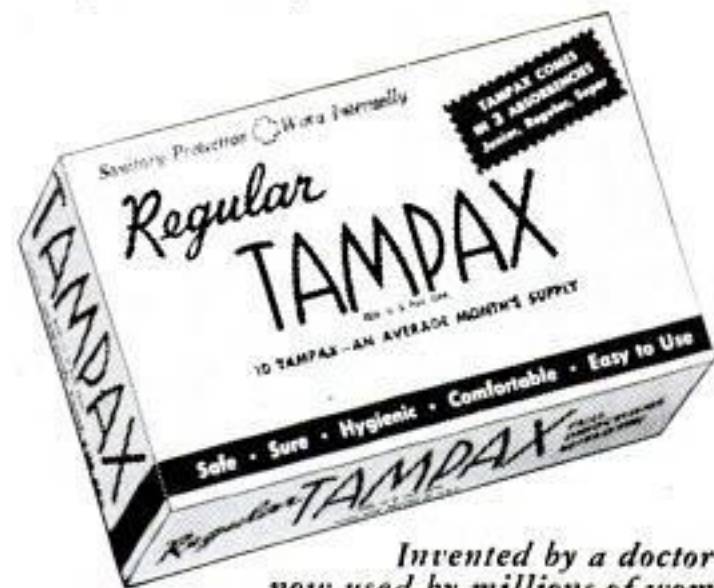
**AT WORK** . . . I can go about my duties without a care about chafing, binding pads, or embarrassing odor. *Tampax*® internal sanitary protection is completely comfortable, dainty.



**AT PARTIES** . . . I can wear the sleekest dress—feel poised, sure. For *Tampax* is invisible, unfelt when in place. Lets me move about in perfect freedom—as on any day of the month.



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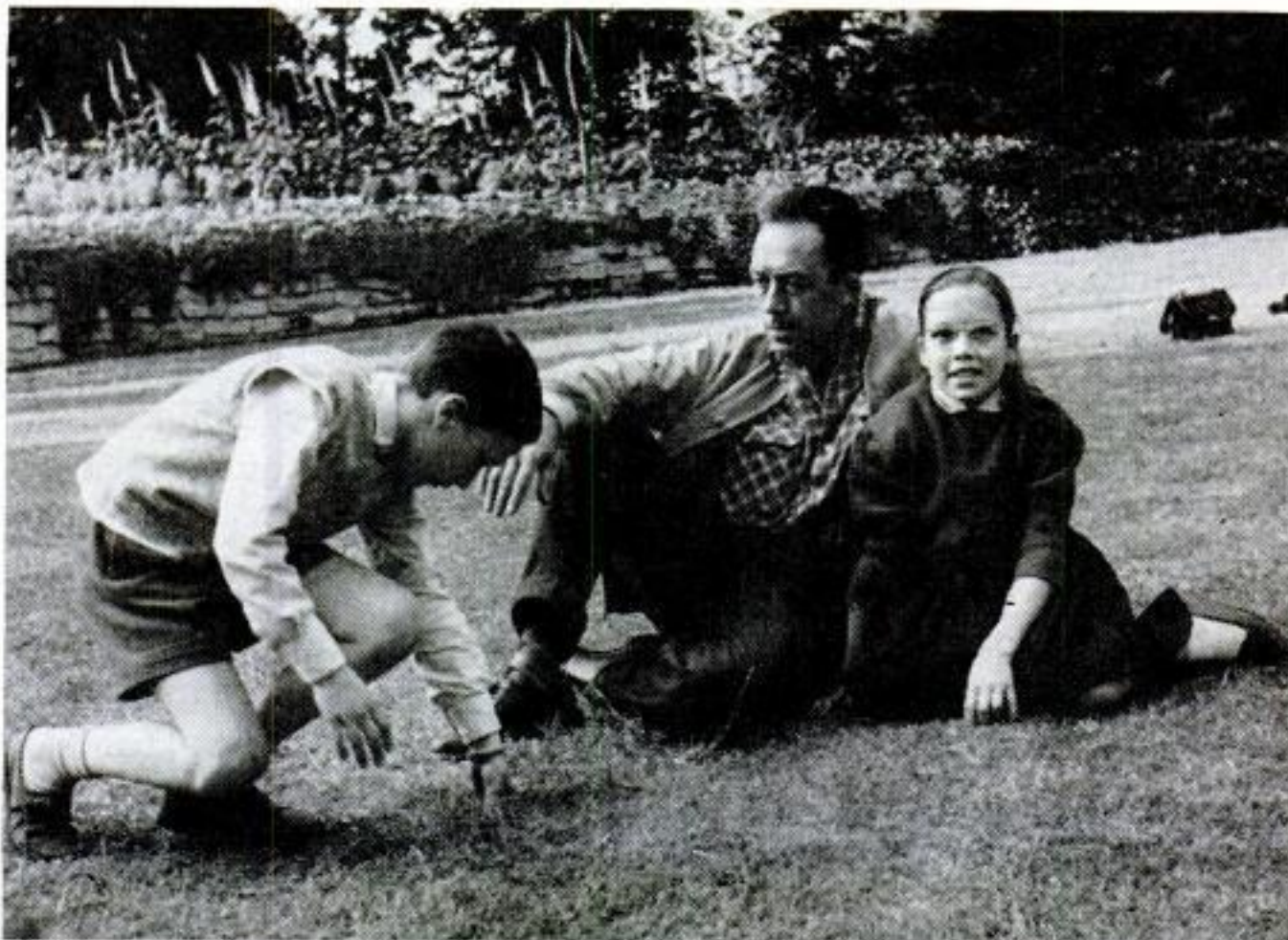
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## CAMUS CONTINUED



ON ANNIVERSARY of Hungary's 1848 revolution Camus addresses students, intellectuals and workers who met after 1956 revolt to help their counterpart of Soviet-dominated Hungary.

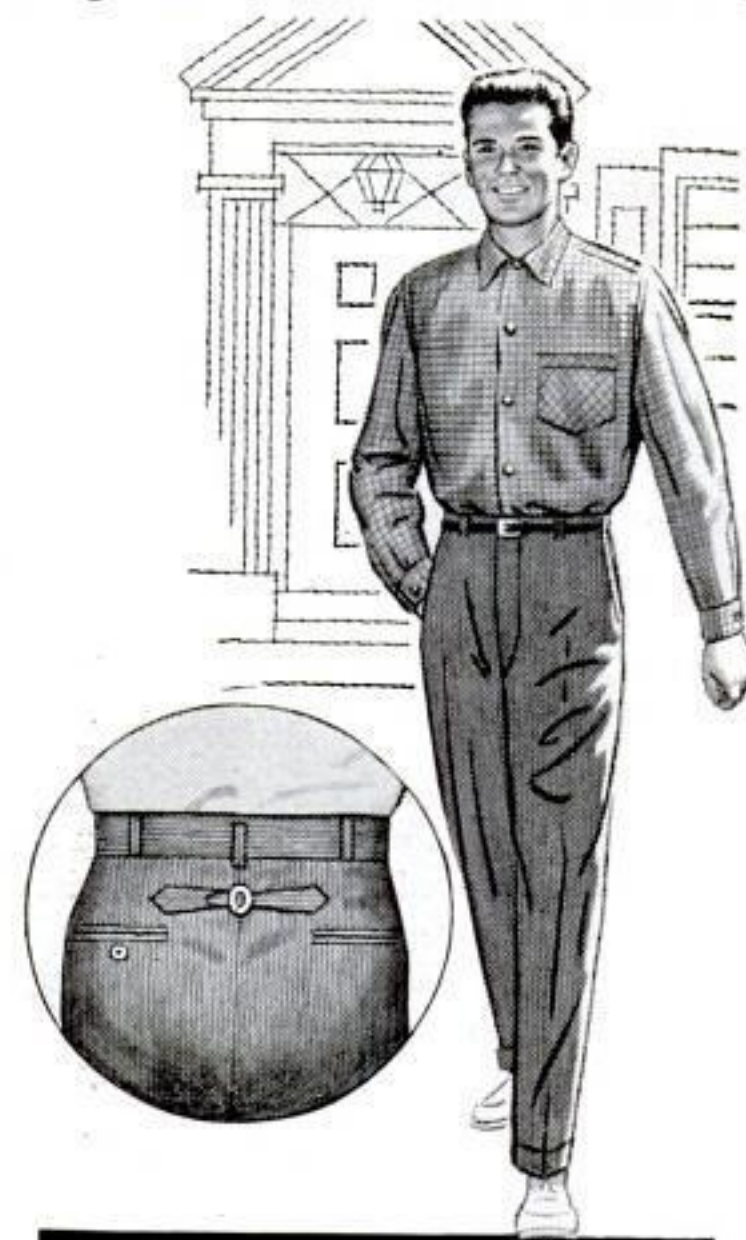
*“The Hungarian revolt blew to bits the biggest lie of the century: a lie that tried to pass off as proletarian revolution a regime of police tyranny. I don't believe there can be any arrangement, even resigned, even temporary, with a regime of terror which has as much right to call itself socialism as the hangmen of the Inquisition had to call themselves Christians.”*



BETWEEN rehearsals in outdoor theater in the Bois, Camus sits for a moment with his 11-year-old twins, Jean and Catherine.

*“At 43 I feel older—at least in experience. One starts living earlier in Africa because one matures quicker. Perhaps this is the time to write the book of my experience while I still have the vital force to do it.”*

## newest thing in Ivy Look Trousers



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● Husky, all-weather corduroys with the authentic *Ivy Look*—campus-style tapered legs, back strap with buckle, graduated rise for comfort. At most good stores in choice of rich colors. About \$5.95 for men; less for boys. STAHL-URBAN COMPANY, TERRE HAUTE, IND.

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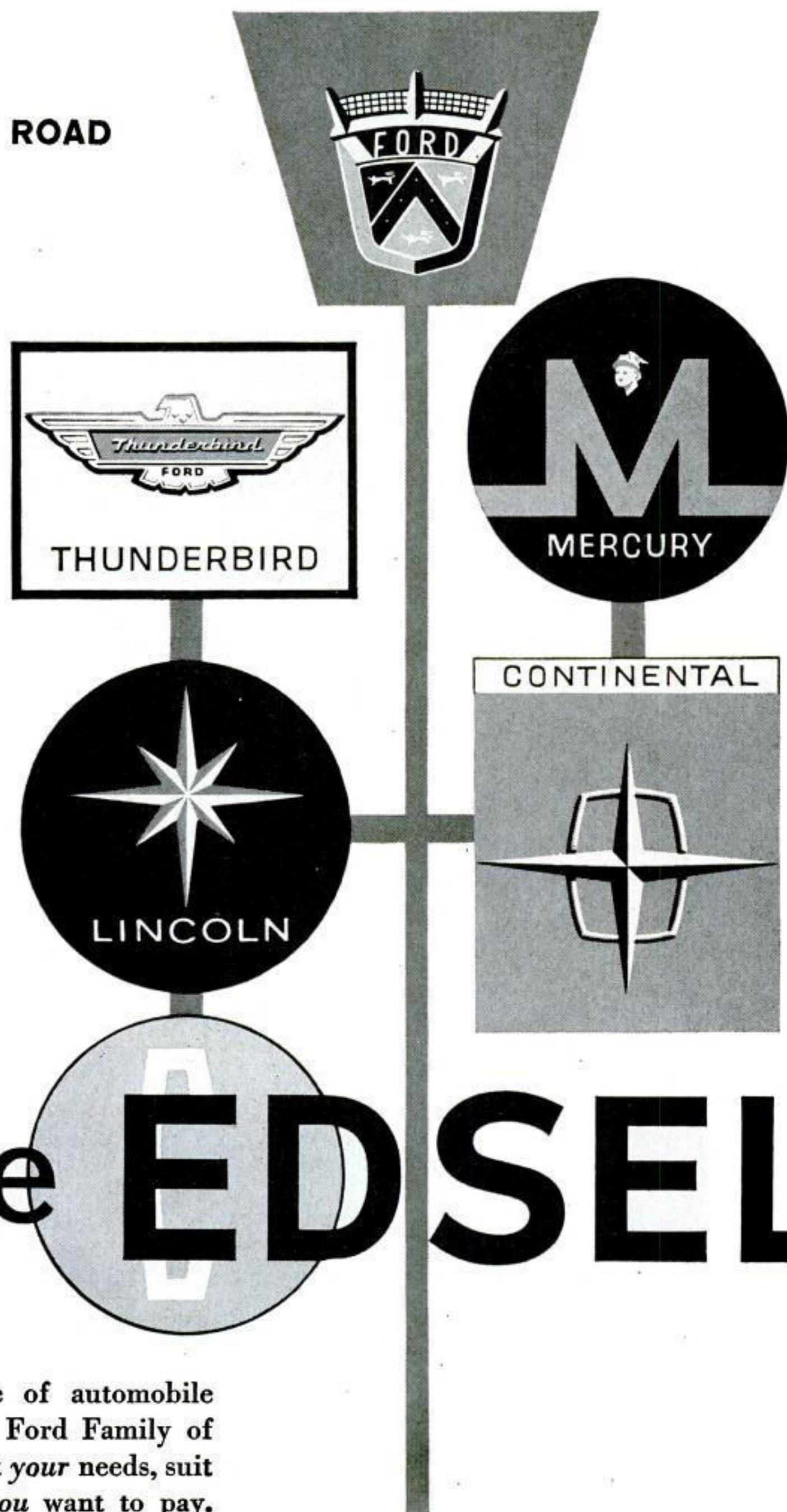
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SETTING THE PACE ON THE AMERICAN ROAD



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The continuing challenge of trying to keep up with you is what keeps men young in this business. Just remember that every hour of every day, we are called upon to make decisions based on *OUR* opinion of *YOUR* opinion. A new line to the rear deck, for instance. How will it look to *You*? A new kind of transmission control? How will it appeal to *You*?

Not long ago, we made one of the most momentous business

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*Why* did we decide to bring out the Edsel? Again, there is a one-word answer. *YOU*.

We believed *You* would be pleased to pick your next new car from a larger choice than you had when you bought your last one. We believed that *You* would enjoy sharing, with us, some of the adventure of a totally new automobile. We believed *You* would be pleasantly startled at the distinctive styling and the advanced engineering of the Edsel. And, speaking quite frankly as businessmen, we believed that the addition of this remarkable new make would give us an added opportunity to bring you into (or keep you in) the Ford Family of Fine Cars.

Happily, our judgment has been confirmed. Not in a great many years has an automobile caused so much excitement. Everyone who has seen it knows—with us—that the Edsel is a success.

*Ernest R. Breech* Chairman *Henry Ford II* President

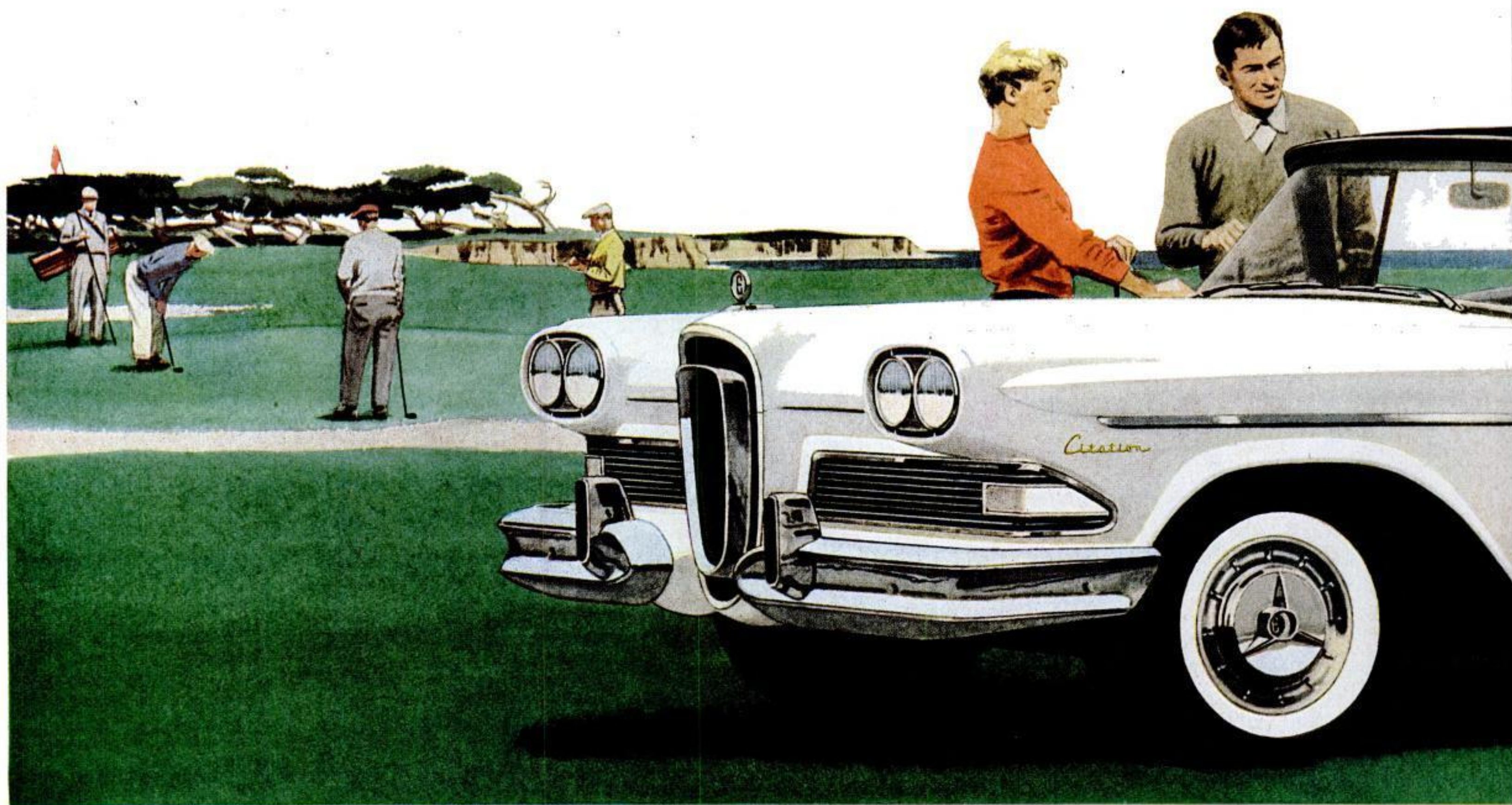
**FORD MOTOR COMPANY** THE AMERICAN ROAD, DEARBORN, MICHIGAN

TURN PAGE



# This is the EDSEL

"It acts the way it looks, but it



The Edsel's  
eighteen elegantly  
styled models are priced  
through the range  
where most people buy

You will find many things that make the Edsel different. More exciting, more sure, more safe.

For, as its classic vertical grille and clean flight deck suggest, the Edsel is unlike any other car you've ever known.

One example: the Edsel shifts itself. In an Edsel equipped with exclusive Teletouch Drive, the shift buttons are where they belong—right in the center of the steering wheel. You just lightly touch a button and Teletouch Drive

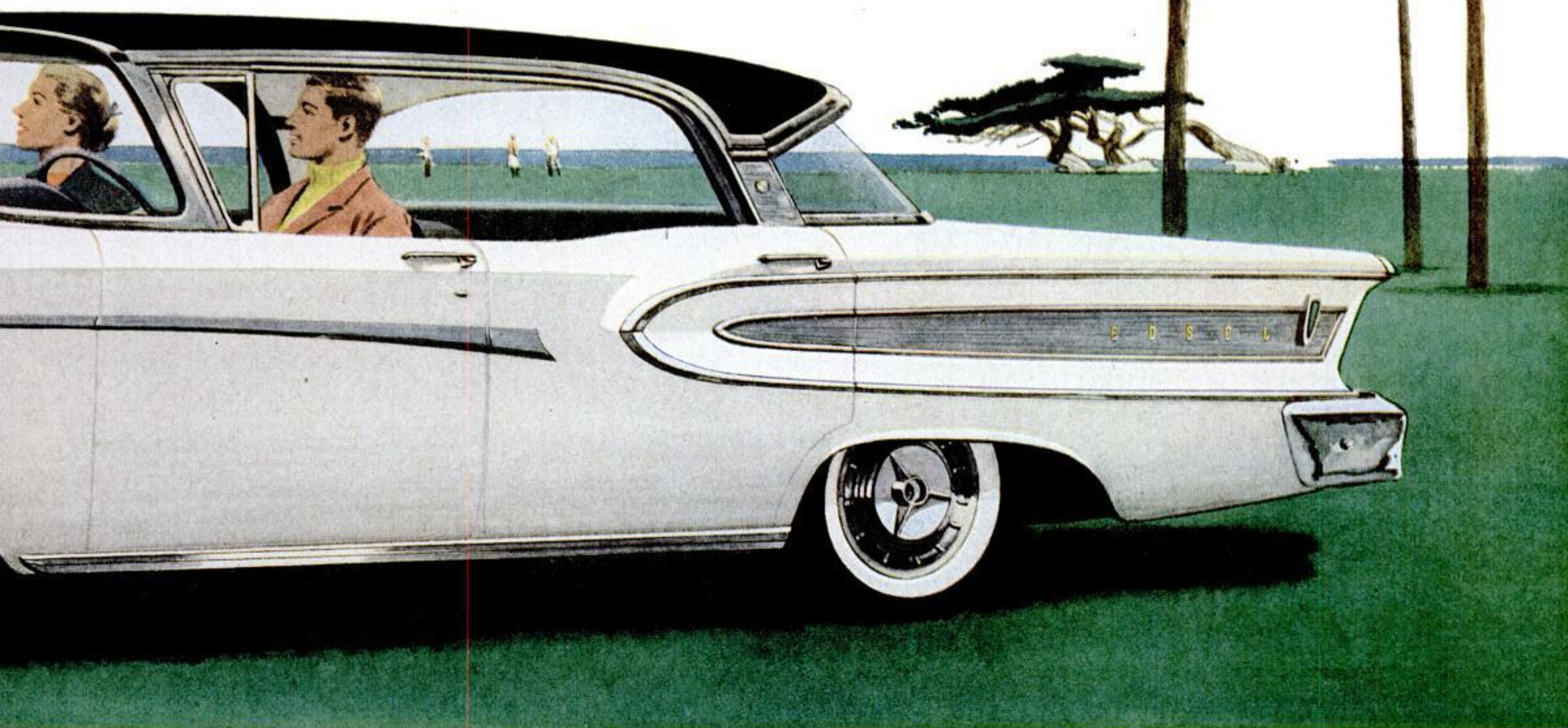
does the actual shifting for you—smoothly, surely, *electrically*.

And like Teletouch Drive, the Edsel engines alone would make this car outstanding news. They are the newest V-8's in the world—the E-400 and E-475. With a compression ratio of 10.5 to one, they develop 400 and 475 foot-pounds of torque, 303 and 345 horsepower. You have never handled this kind of power before.

The Edsel's big, safer brakes need no



doesn't cost that much"



*Edsel Citation 4-door Hardtop*

periodic tightening. In the course of your day-to-day driving, they adjust themselves, automatically.

The Edsel's list of available new features is long. For example, you can have a dial that lets you select temperature, quantity and direction of air at a twist of the wrist; a warning signal that flashes when you exceed your preset speed limit; another that flashes when you need a quart of oil; a release that permits you to open the luggage

compartment from the driver's seat. With all this to offer you, what does an Edsel cost?

Edsel prices range from just above the lowest to just below the highest. You can afford an Edsel. And you can choose from four series—18 models. Your Edsel Dealer invites you to see the Edsel and take it for an introductory drive. Why not stop in soon?

EDSEL DIVISION • FORD MOTOR COMPANY

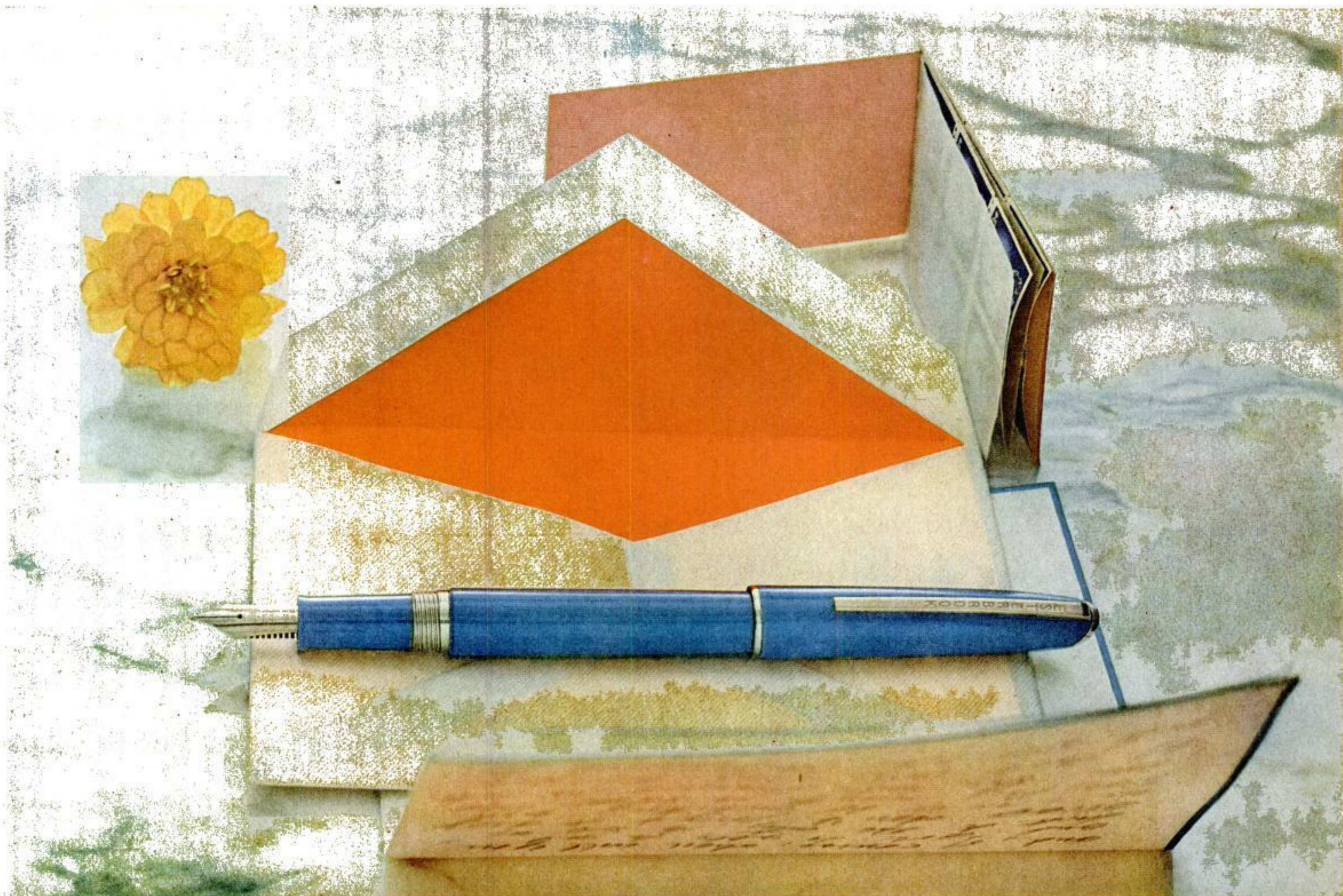
# EDSEL

New member of the  
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# New! **Twin-cartridge** fountain pen

holds 40% more ink...yet never goes near an ink bottle

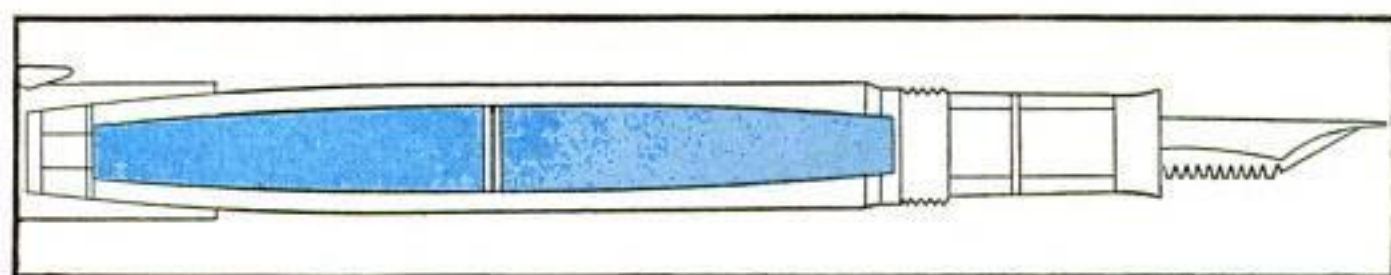


The beautiful new SAFARI is like no other pen you ever saw before.

It's a true fountain pen that you load with *two handy cartridges of liquid ink*... never from an ink bottle.

And the SAFARI holds 40% more ink than any other fountain pen... yet it is sleekly modern and slim. You need never worry about running out of ink, either. The second cartridge is your spare...always ready in the pen in case you need it.

And only Esterbrook gives you 32 different points to choose from.



Two cartridges instead of one... so you always have a spare ink supply. Loading the SAFARI is so easy and clean, too. Just drop two big ink cartridges into the barrel—and *write*.

(No more ink bottles.) When one cartridge is used up, replace it... and keep the other as your spare. You can buy economical packs of 6 cartridges at any pen counter.

Points are replaceable, too... available at any pen counter. So if you should ever damage a point you can replace it in seconds yourself.

People who have seen Esterbrook's superb new SAFARI Twin-Cartridge Fountain Pen expect it to cost \$20.00 or more. Guess again! SAFARI's sensible price—complete with cartridges—is just \$3.95.

**Esterbrook®**  
**SAFARI\***

TWIN-CARTRIDGE FOUNTAIN PEN

only \$3.95

Only Esterbrook gives you a choice of 32 points replaceable in seconds

*student*  *Signature Stub*  *bookkeeping*  *fine writing*  *shaded writing* 

\*TRADEMARK





**MARCHERS** from University of Helsinki lead funeral procession through the Helsinki streets from the Great Church (*background*) where state funeral service was held. Lyres atop flags of student clubs are university's symbol.

**LAST PORTRAIT** taken of the composer eight months ago, shows him in the study of his home. Though he worked steadily until he died, Sibelius has published no new work since 1929 and left none for posthumous release.

# GREAT FINN'S FINALE

## Finland mourns Sibelius at state funeral

Alone among all nations today, Finland made a national hero of a living artist. He was Jean Sibelius, and when he died last month at 91 of a cerebral hemorrhage he was given a state funeral. As Finns mourned the death of their first citizen, the world of music marked the passing of its most rugged figure.

A huge crusty-tempered man, a devotee of good cigars, fine brandies and his own music, Sibelius wrote compositions as imposing and

rough-hewn as the fjords and mountains of the land he so deeply loved. His *Finlandia* was virtually the national anthem. His rich-hued tone poems (*En Saga*, *The Swan of Tuonela*) splendidly evoked his nation's history and mythology. Above all this, his seven solid-as-stone symphonies are the best body of art in the form since Brahms. "The fatherland," said Finland's President Urho Kekkonen to his saddened nation, "is profoundly grateful to its master."

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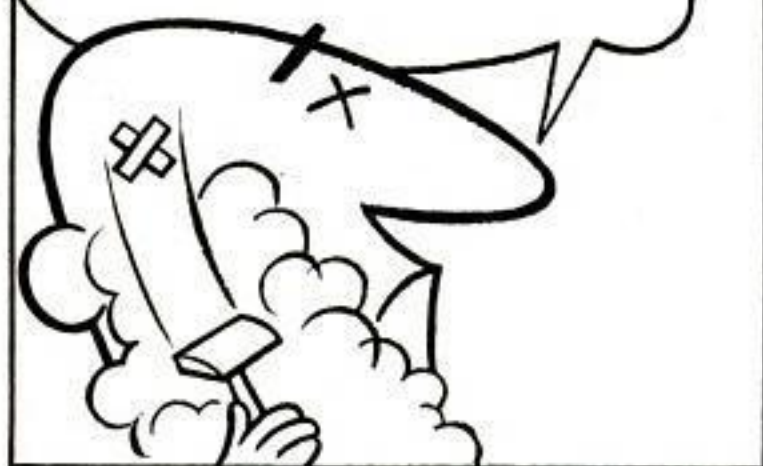
# ADVENTURES of COL and GATE

I HARDLY KNEW YOU, WITH  
THAT DOG-BONED BEARD!

I'D SHAVE, EXCEPTIN'  
I'VE GROWN AFEARED!



I PUT ON THE LATHER,  
THEN I SCRAPE AND CUSS—  
'CAUSE THE SKIN ON MY CHIN  
CAN'T STAND THE FUSS!



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WILL NEVER MISS!  
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## SIBELIUS FUNERAL CONTINUED



STATE FUNERAL in Great Church was attended by diplomatic representatives of 30 countries. Symphony orchestra in choir loft played Sibelius' works.



GRIEVING PRESIDENT of Finland, Urho Kekkonen, bows his head beside casket. The veiled mourner at left is Sibelius' daughter, Katarina Ilves.

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AND SERVICE

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United States Code, Section 233) SHOWING THE  
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TION.

Of LIFE published weekly at Chicago, Ill., for Oc-  
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5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 5,843,236.

(Signed) Arthur W. Keylor  
Business Manager

Sworn to and subscribed before me this 26th day of September, 1957

(SEAL) Dorothy Buck  
(My commission expires March 30, 1959)

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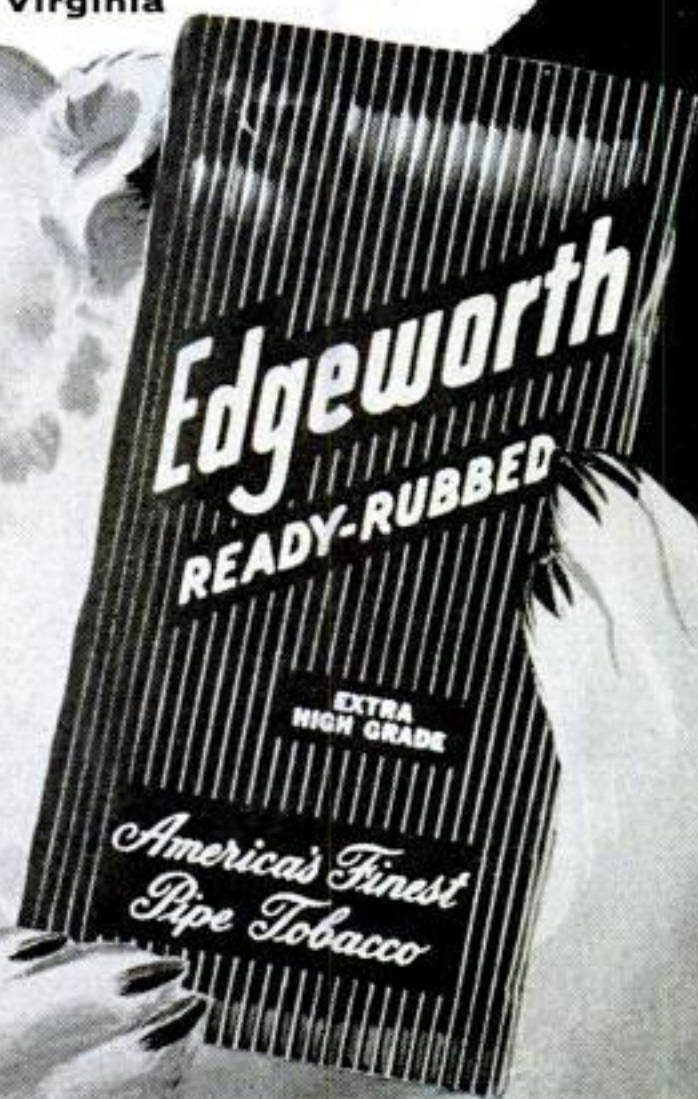
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Like a breath of cool air . . . Edgeworth refreshes, stimulates, delights. What's the secret of its coolness? Edgeworth is *all* white burley—the coolest-smoking tobacco known—ready rubbed—with flavor sealed in to stay fresh. Get some today in the exclusive heat-sealed pouch.

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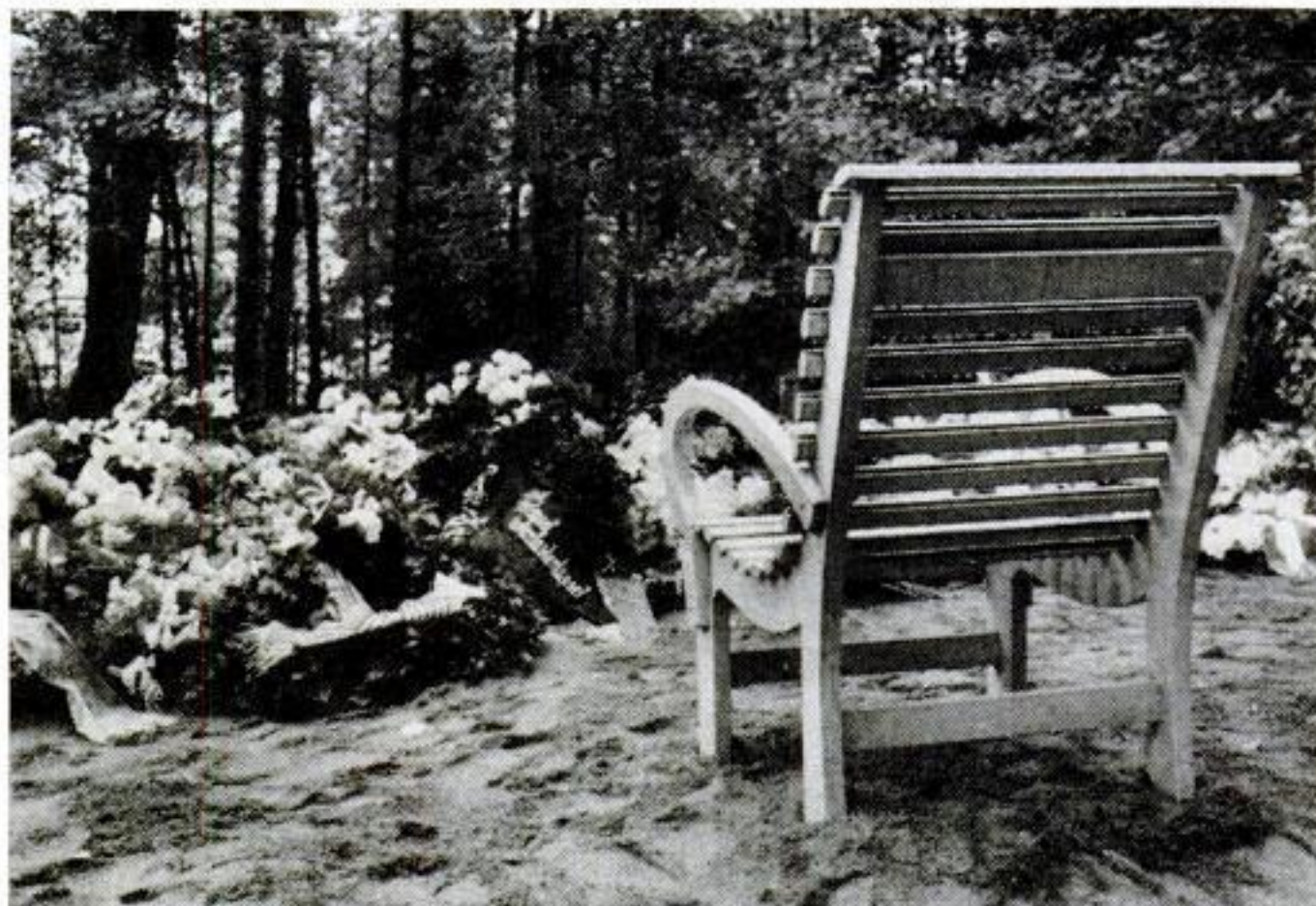
## SIBELIUS FUNERAL CONTINUED



**FAMILY MOURNERS**, his 89-year-old widow Aino and his oldest daughter, Eva, stand beside casket. Sibelius had five daughters and 15 grandchildren.



**HELSINKI'S MOURNERS**, their faces somber and intent, watch as funeral procession goes by on 30-mile trip to burial site at composer's estate.



**THE GRAVE OF SIBELIUS** is in wooded area of his estate where he regularly took morning walks. After the burial, widow's chair remained in place.





EDWARD G. ROBINSON, DISTINGUISHED STAR OF STAGE AND SCREEN.

## Edward G. Robinson never gets tough with his guests

No considerate host disregards the preference of his guests. If a man wants a Dry Martini, don't force something else on him. Serve Martinis—Martinis you can be proud of—Heublein's. They're made of choicest liquors, perfectly proportioned, expertly mixed.

Uniformly excellent, first to last. You can pour Martinis on-the-rocks right from the Heublein bottle (easy as whiskey) because they're full strength. Or stir with ice and serve in traditional cocktail glasses. Cheers! G. F. HEUBLEIN & BRO., HARTFORD, CONN.

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Another historic advance in communication service has just been completed.

For years you have been able to call Hawaii by *radiotelephone*. Now new telephone *cables* have been added, stretching

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Added to the present radiotelephone circuits, the new cable system provides more





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## link United States mainland and the Hawaiian Islands

and faster and better service. It makes it possible for you to telephone to and from the Hawaiian Islands as clearly as you call across your own home town. Just give the operator your call.

**BELL TELEPHONE SYSTEM**



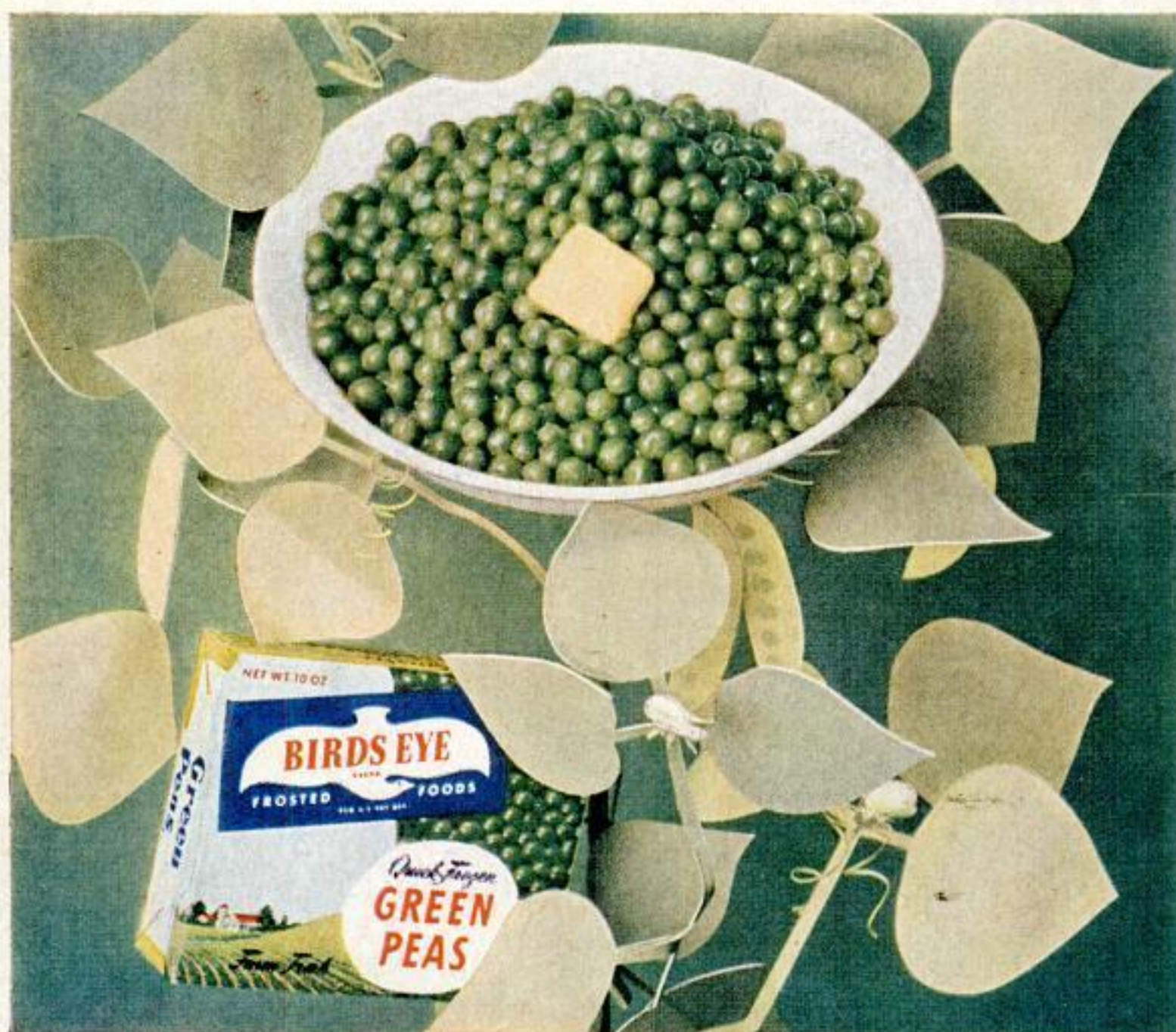
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The original certificate of incorporation, American Telephone and Telegraph Co., February 28, 1885, includes these prophetic words: "... and each and every of said cities, towns and places is to be connected with each

and every other city, town or place in said states and countries, and also by cable and other appropriate means with the rest of the known world as may hereafter become necessary or desirable . . ."



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Save time **this weekend** with these delicious **time-saving** Birds Eye foods!

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Here's an invitation to save money on Birds Eye time-savers. Send coupon to Birds Eye Money Savers, P.O. Box 1222,\* Kankakee, Ill., for 4 coupons (1 set to a family) each worth 5¢ off on the purchase of one package of any Birds Eye product.

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Some freeze food...

## BIRDS EYE FREEZES FLAVOR

That's why more people buy Birds Eye than any other frozen food.

Watch your grocer's ads for Birds Eye's better buys—today!





ANGRY JIMMY PORTER (KENNETH HAIGH) SHOCKS HIS GENTLE WIFE (LEFT) AND THEIR FRIENDS AS HE REVILES THE SMUGNESS OF HIS WIFE'S PARENTS

## A SNARLING SUCCESS

**A biting and entertaining play, 'Look Back in Anger,' sets Broadway ablaze**

The young Englishman above, who is in no mood to sip tea with his wife and friends, is hurling insults at his stuffy mother-in-law. "I say she ought to be dead," he cries. "My God, those worms will need a good dose of salts the day they get through with her. Oh, what a bellyache you've got coming to you, my little wormy ones! Alison's mother is on the way!"

These shocking and candid sentiments, and many more like them, are spewed out by the hero of *Look Back in Anger*, which opened last week in New York after playing more than a year in London and being produced all over Europe. Calling it the first dramatic hit of the season, critics said it "lights a blaze" on Broadway. The play was written by 27-year-old John Osborne, who belongs to a small but eloquent band of English writers known as "The Angry Young Men." Like buckshot, their ire is

sprayed all over what they consider the smug proponents of established order and the calloused upholders of conventional morality.

Jimmy Porter, the spokesman of *Look Back in Anger*, lives with his wife Alison in a grubby attic. Though well educated, he makes his living by running a candy store. Cowed by his outbursts and afraid to tell him she is bearing his child, Alison returns to her family. But after he falls into an affair with her close friend, she comes back to him, and the hopeless couple find what comfort they can in their love for each other.

As a piece of social protest, the play seems to have no direction. But it is beautifully acted by an all-English cast, and Author Osborne mixes so much warm compassion with his icy contempt, so much wit with his vitriol, that *Look Back in Anger* springs stunningly to life on the stage.



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## LEMON-YELLOW saucepan set

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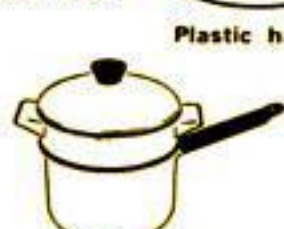
Saucepan Set



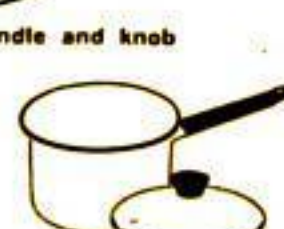
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Glass top



Plastic knob  
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GLEE FOLLOWS GLOOM when Jimmy and his friend (Alan Bates, left) accidentally upset an ironing board (top) and burn Jimmy's wife. But quickly the couple make up and caper as if they were toy animals in childlike joy.



CLASPING TOY SQUIRREL, Alison (Mary Ure) tells how she and Jimmy find comfort by pretending they are "little furry creatures . . . a silly symphony for people who couldn't bear the pain of being human beings any longer."

CONTINUED



Announcing a major new weekly feature

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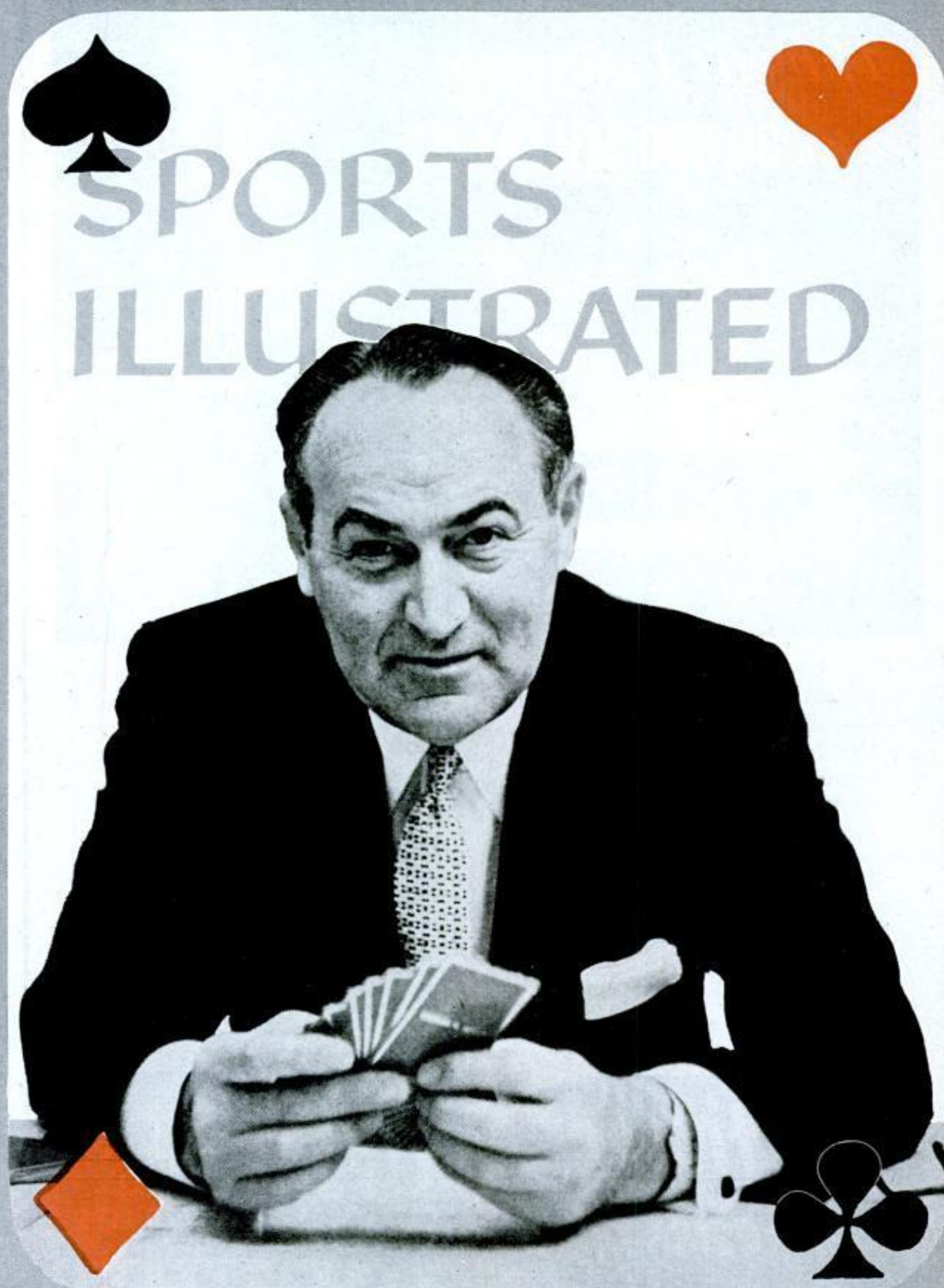
**CARDS ON THE TABLE**—Charles Goren's exclusive new bridge series—opens this week in *SPORTS ILLUSTRATED* Magazine. It is on sale at your newsdealer's now; *but by mailing us the coupon below*, you can be sure of following and enjoying Goren's column every week (and at a special subscription saving!).

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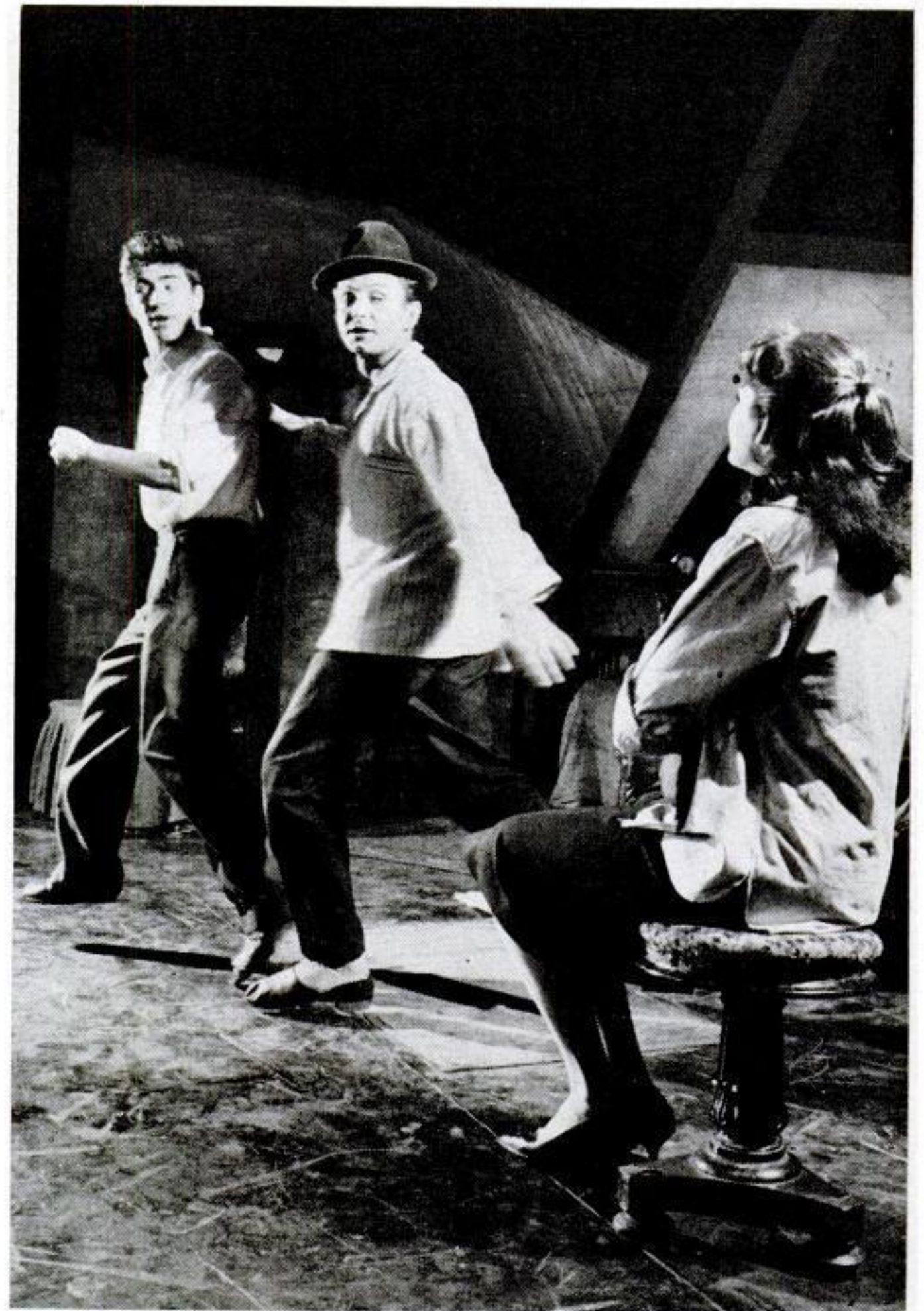
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RELIEVING THE TEDIUM of a dull Sunday, Jimmy and his friend sing corny songs and cavort like old-time vaudeville hoofers for Helena (Vivienne Drummond), who has moved into flat and settled down as Jimmy's mistress.



Sweeps PATIOS, WALKS and DRIVES  
Sweeps LEAVES and all LAWN DEBRIS  
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Sore, Hot, Tired or Perspiring Feet?



COMING BACK TO JIMMY who blows his trumpet outside the window, Alison forgives the friend who betrayed her. The two women talk sympathetically, Alison explains she has lost her baby and Helena decides to leave.

CONTINUED



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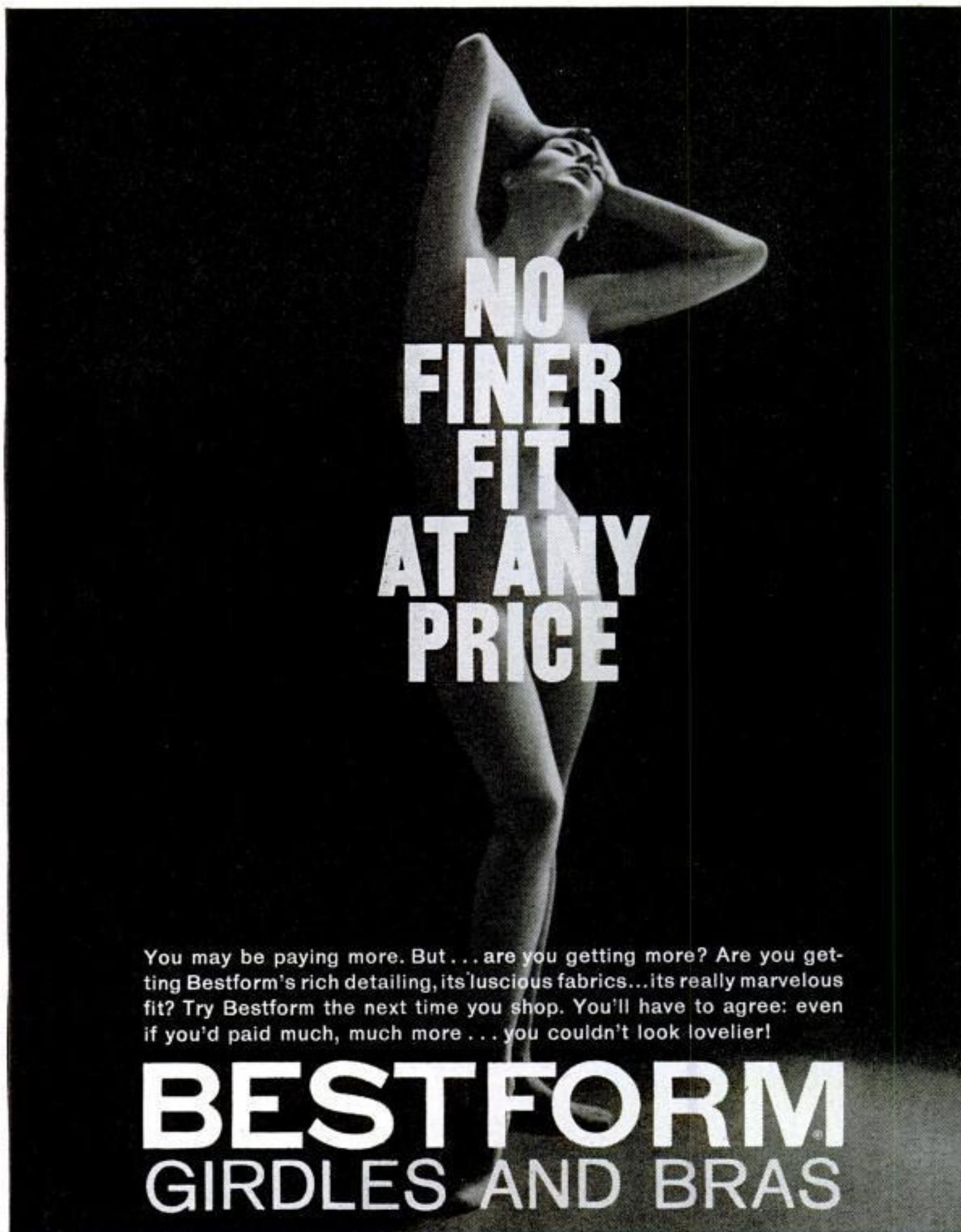


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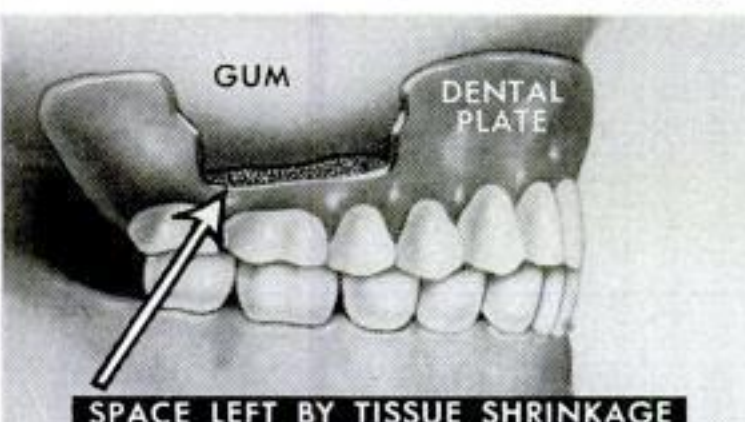


PUTS ALL THE FIZZ WHERE THE TROUBLE IS!

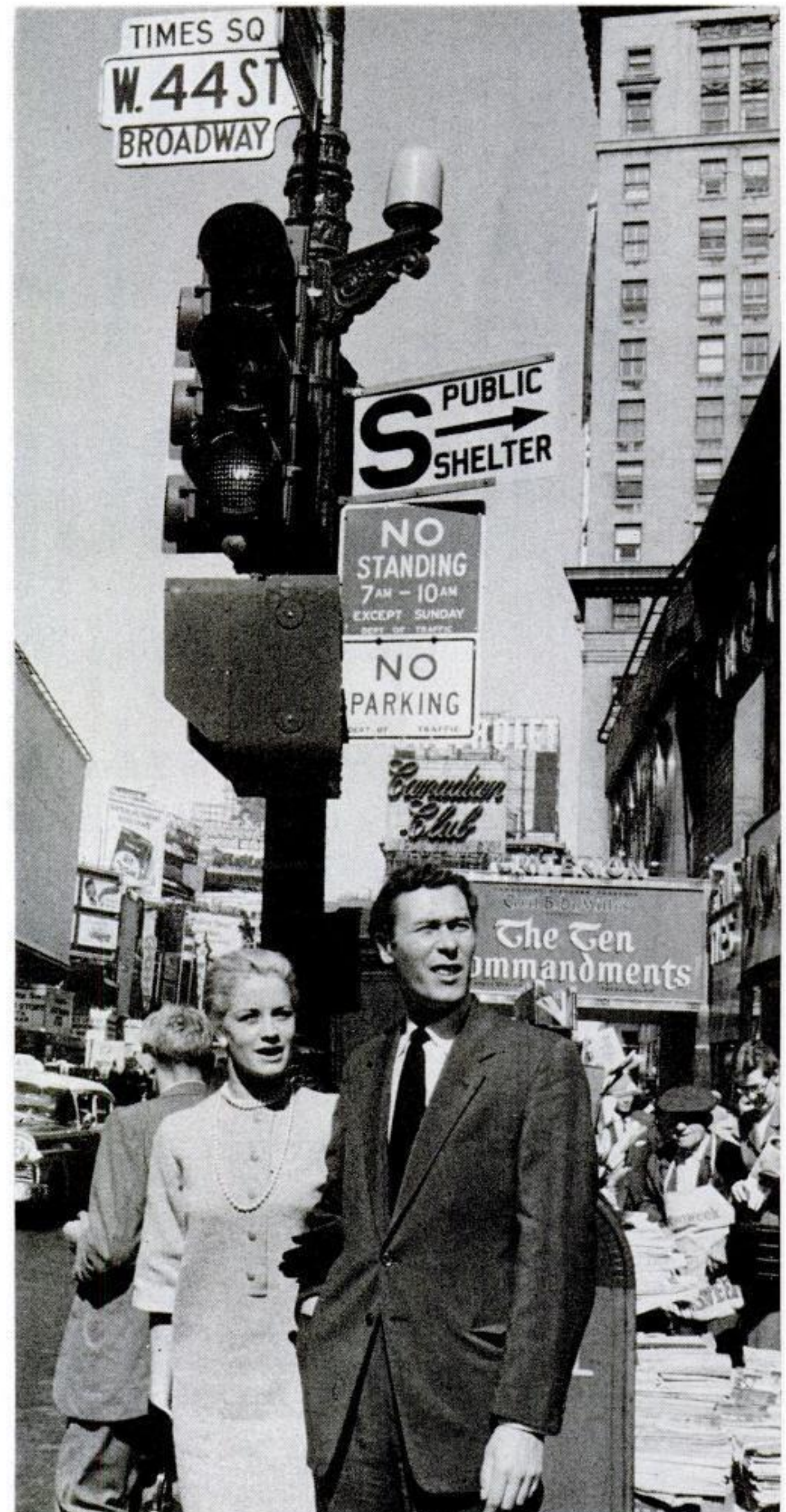
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JOHN OSBORNE AND WIFE, MARY URE, GET FIRST LOOK AT BROADWAY

## WRITER NOT ANGRY NOW

On the day his play opened, Osborne arrived for his first look at the U.S. His wife, who acts Alison in *Look Back*, had arrived five days earlier with the English cast for a few brush-up rehearsals. Before his first day in the U.S. was over, Osborne had read in New York reviews that he and his wife were an uncommonly talented couple.

Born in London, Osborne worked unsuccessfully as a journalist, and took up acting and managing a small repertory theater. *Look Back in Anger*, his first play to be produced, was panned by some critics as juvenile ranting and praised by others as the best English play of the last 10 years. Sir Laurence Olivier asked Osborne if there was a part for him in his next play. It turned out there was and the play, *The Entertainer*, opened last season in London with Olivier scoring one of his greatest acting triumphs. He portrayed a broken-down vaudeville comedian, who, according to some observers, symbolized the British Empire valiantly trying to keep up appearances.

Though Osborne has gained notoriety by his attacks on politics, religion and royalty, which he called "gold filling in a mouthful of decay," his important talent lies in his gift for stinging rhetoric and his ability to make characters achingly human. Shy but affable, Osborne is anything but angry about his success in the U.S. His play, *The Entertainer*, is due to open on Broadway this season with Olivier.



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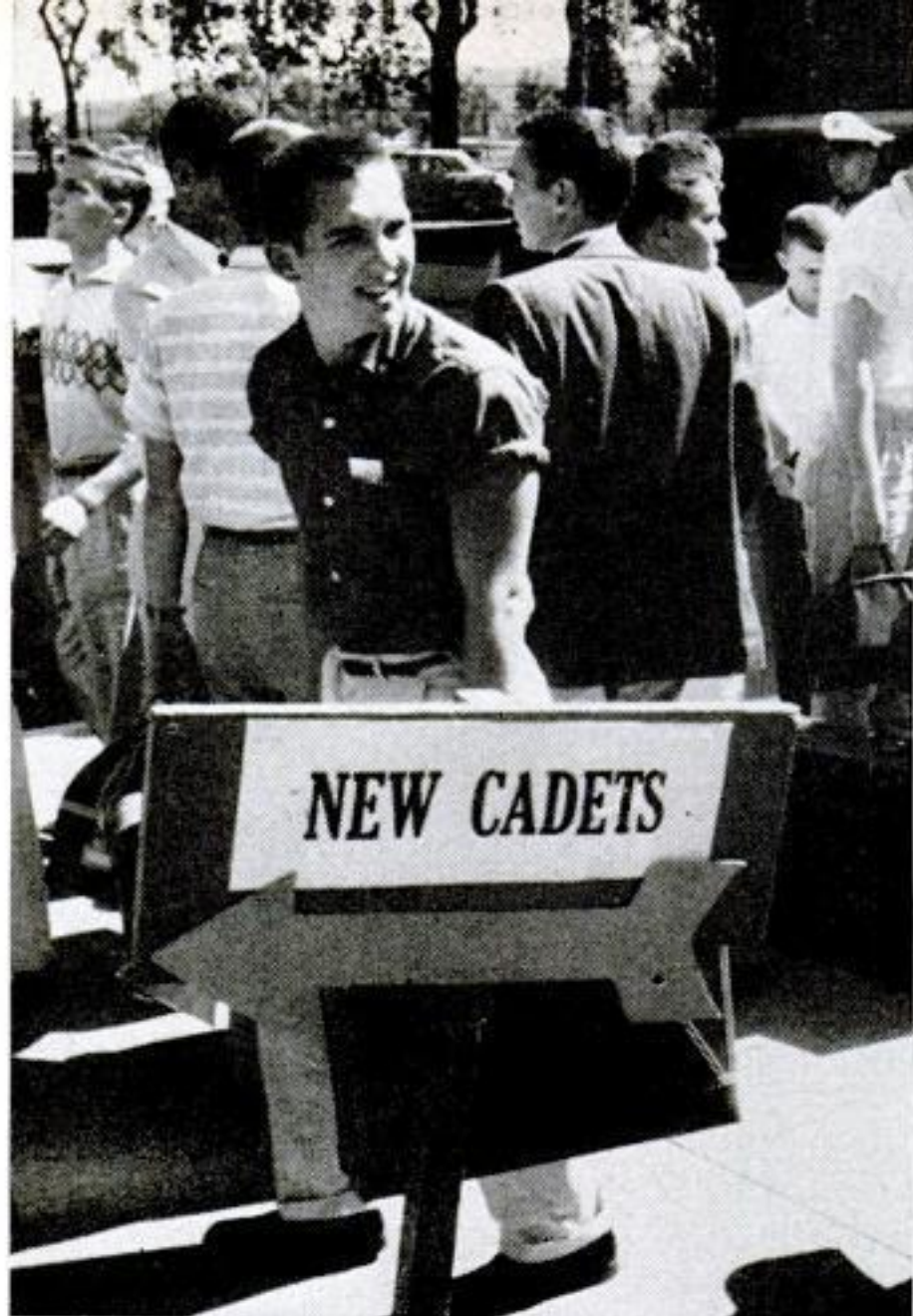
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BEAST JAMES DOHERTY ARRIVES AT WEST POINT

# ORDEAL FOR

## West Point plebes get stern barracks discipline

Photographed for LIFE

Embedded in the consciousness of every West Pointer is one two-month period which he can neither forget nor exactly remember. He cannot recall it in detail because he was largely in a daze when it took place. He cannot forget it because it was the most humiliating time of his life—the start of his plebe year at West Point when he was a lowly “Beast” and suffered the ordeal of “Beast Barracks,” which has never before been fully photographed.

The tense young men below, shown clutching their soap and towels and straining to stand

at attention, are getting their first taste of the strict system of discipline which is the key to West Point’s proven method of training young officers. The purpose of Beast Barracks is to plunge each plebe into this system at the start. As a Beast he comes under such tremendous mental and physical pressures all at once that he must shed much of his personal individuality in order to cope with them. In doing this he learns to obey all military orders with the same unquestioning obedience that he would require of his own men as an officer in combat.

**IN SHOWER FORMATION** at end of day, Beasts stand at exaggerated attention in West Point bathrobes with chins sucked in and shoulders drawn back as an

upperclassman (*in white shirt, second row*) quizzes each man before sending him to showers. In front row, left to right, are Richard Clarke of Martinsburg, W.Va.;





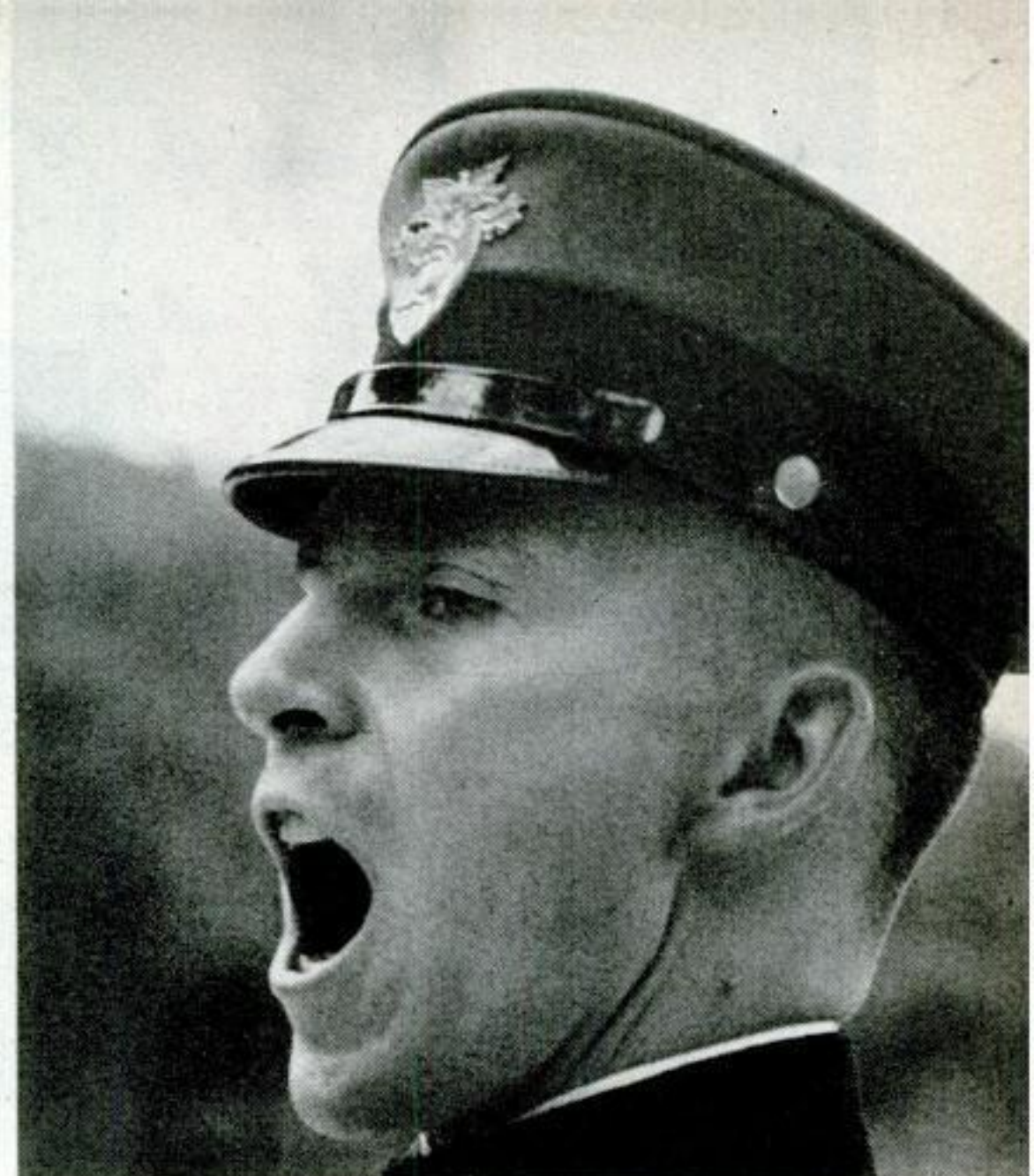
# THE 'BEASTS'

to toughen them up as future leaders in battle

by PIERRE BOULAT

To whip the new Beasts into shape, a picked group of senior cadets, headed by a "King of the Beasts" (*right*), rides herd on the 730 men from 5:50 each morning, when they get up, until after 9 each night when they have the last of three daily showers. Here each Beast must wait at attention until an upperclassman gives him permission to shower. The upperclassmen, who were Beasts once themselves and are eager to give as much as they once had to take, are forbidden to haze the new men. But they harass them unmercifully if they do

not know their traditional "plebe knowledge." (A typical question for a Beast: "How many days to the Navy game, Mister?") If a Beast starts to shake from fear or fatigue, he is ordered to "Stop vibrating, Mister!" By 9:30 the Beasts must be in bed, to rest up for another grueling day. Even the most mature newcomers, who thought they knew all about West Point before they arrived, find Beast Barracks a severe and an unexpected test of their manhood. And none of the Beasts knows, as each day begins, whether he will survive the test.



KING OF BEASTS ROBERT DURKIN SHOUTS ORDER

William Madsen of Detroit; Mike Murphy of Royal Oak, Mich.; Charles Haas of Marietta, Ga.; John Nevins of Olean, N.Y.; James Mathison of Prentiss, Miss.

This picture was taken in the second week of Beast Barracks. What happened to these six men, after eight weeks in Beast Barracks, is shown on pages 154, 155.



CONTINUED



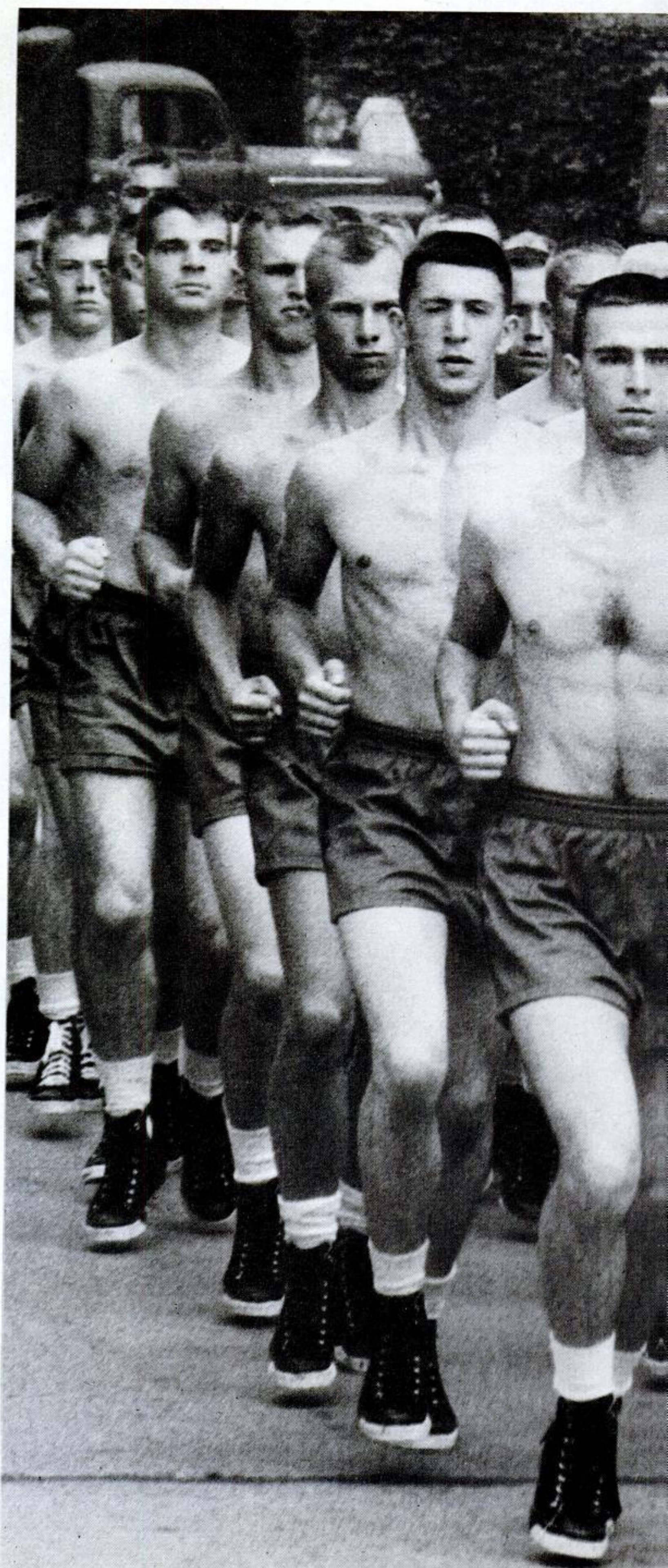
'BEASTS' CONTINUED

# STRICT OBEDIENCE —ON THE DOUBLE



**FIRST LESSON** in obedience for Beast John Kirby comes immediately after his arrival at West Point as he follows orders of Cadet Troy Chappell to "Drop your bags, Mister" (top), "Pick them up, Mister" (center), "Take off, Mister" (bottom). Tag tied to Kirby's belt lists chores for day, including getting a haircut.

**ON THE DOUBLE** Beasts return to barracks for shower after an hour of physical training. Even on personal errands around barracks, Beasts must double-time. →





The Beast Barracks system got its start in 1817 when a Major Sylvanus Thayer, himself a West Point graduate of 1808, took over as superintendent and discovered that some of the cadets were days late arriving for duty. Thayer, who is called the "Father of West Point," cracked down.

Timing and punctuality, which are critical factors in combat, have been an important part of West Point training ever since. From the day a new Beast arrives (*left*), he learns to move quickly. Beasts do

not walk or march between classes. They double-time. The first item most Beasts write home for is an alarm clock, which they set several minutes ahead so they will not be late for reveille. The discipline does not wear off. Even on the first free day given them during the two-month period, when they are allowed to wander from the barracks for an ice cream soda, the young Beasts instinctively suck in their chins, thrust back their elbows and, unless they think twice, start to double-time.



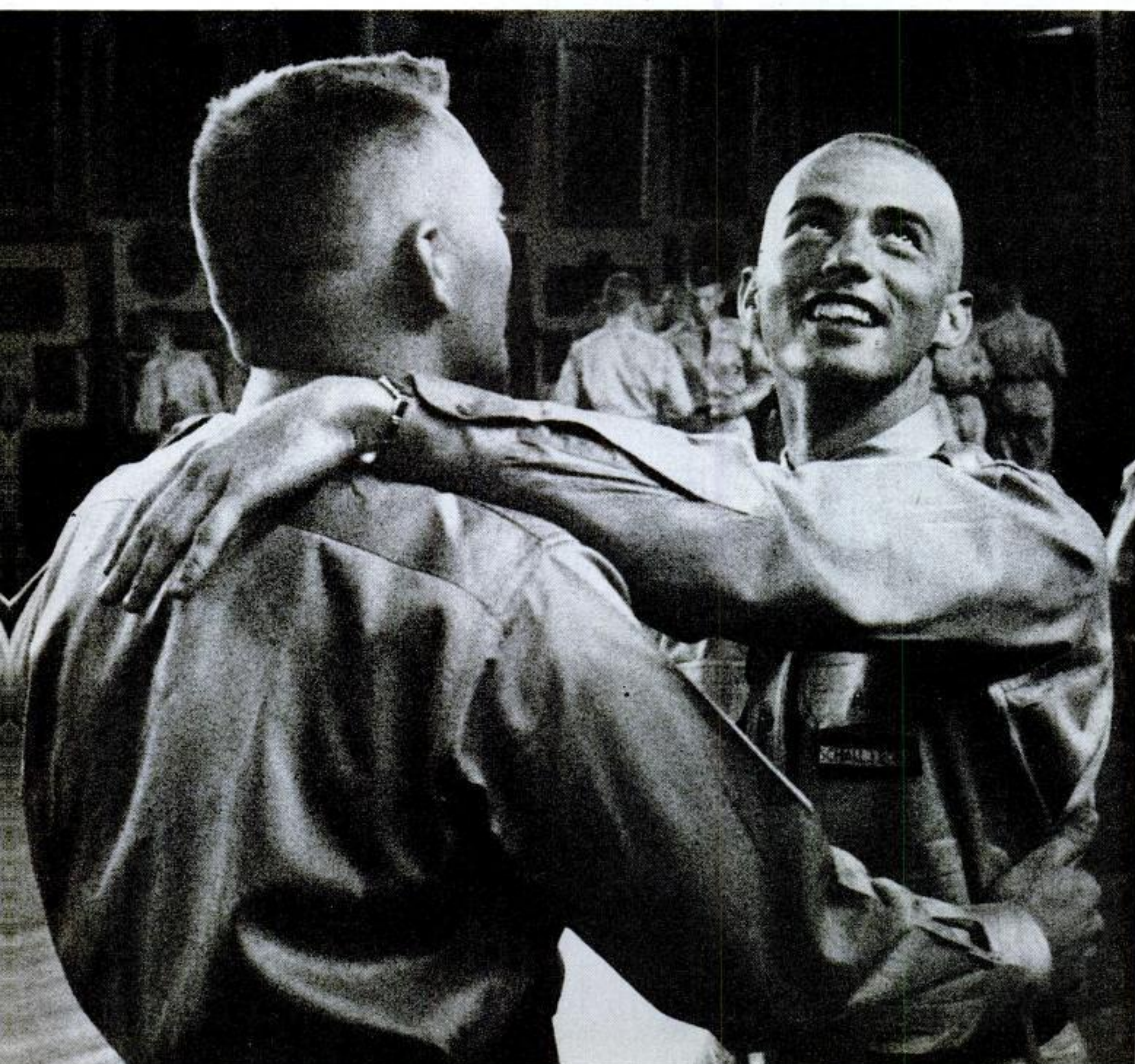
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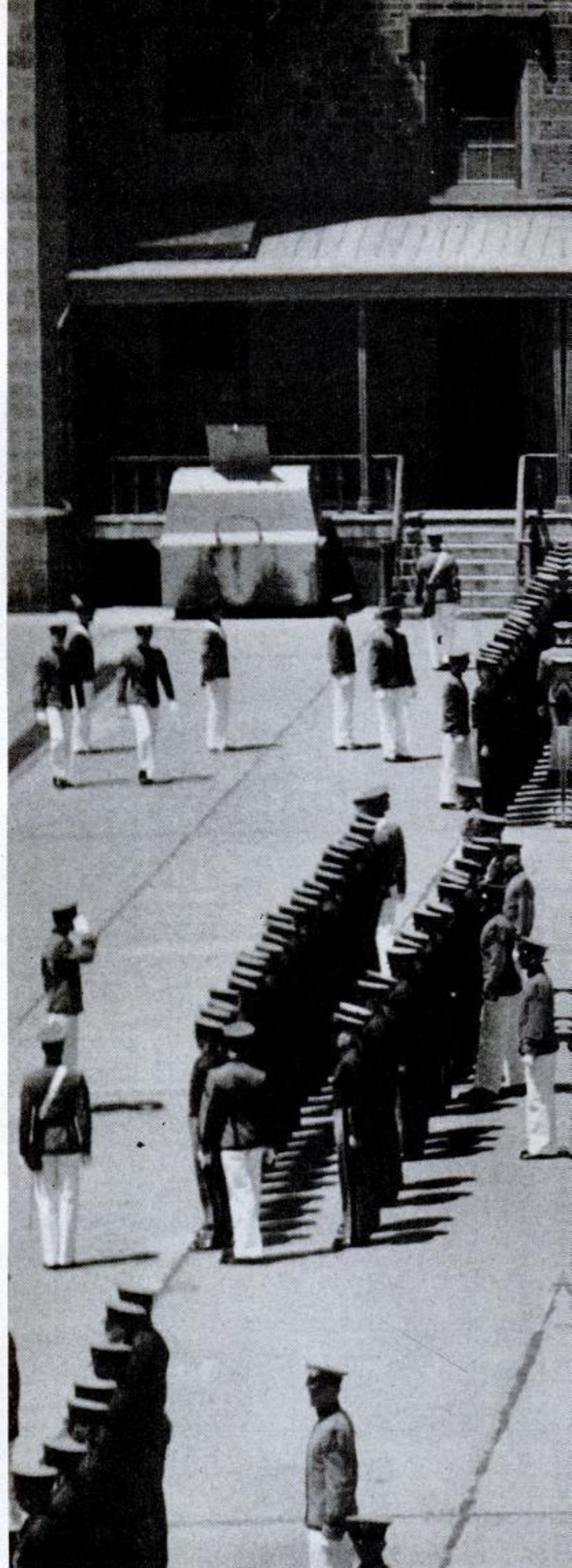
**LEARNING TO FIGHT**, William Williamson wields bayonet during field training and helps work off the

strain of Beast Barracks by shouting "hate! hate!" as he has been ordered, at his taunting instructor.



**LEARNING TO DANCE**, so that they will be gentlemen as well as officers, Beasts James Schall (right)

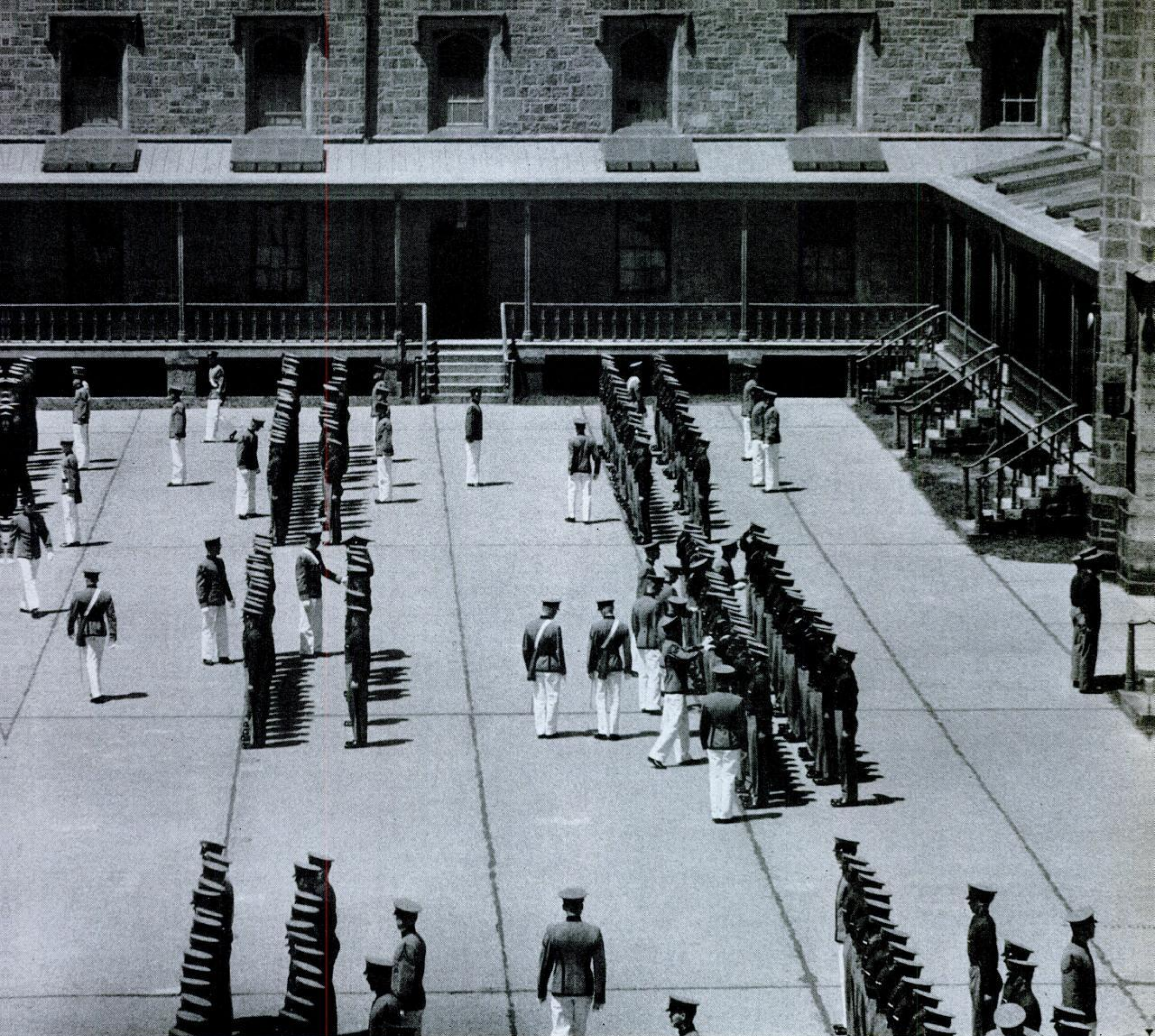
and Don Couvillion mock their monastic barracks life during a West Point class in social behavior.



**OUTSIDE THEIR BARRACKS**, a stone building which has housed cadets since 1851, Beasts in gray



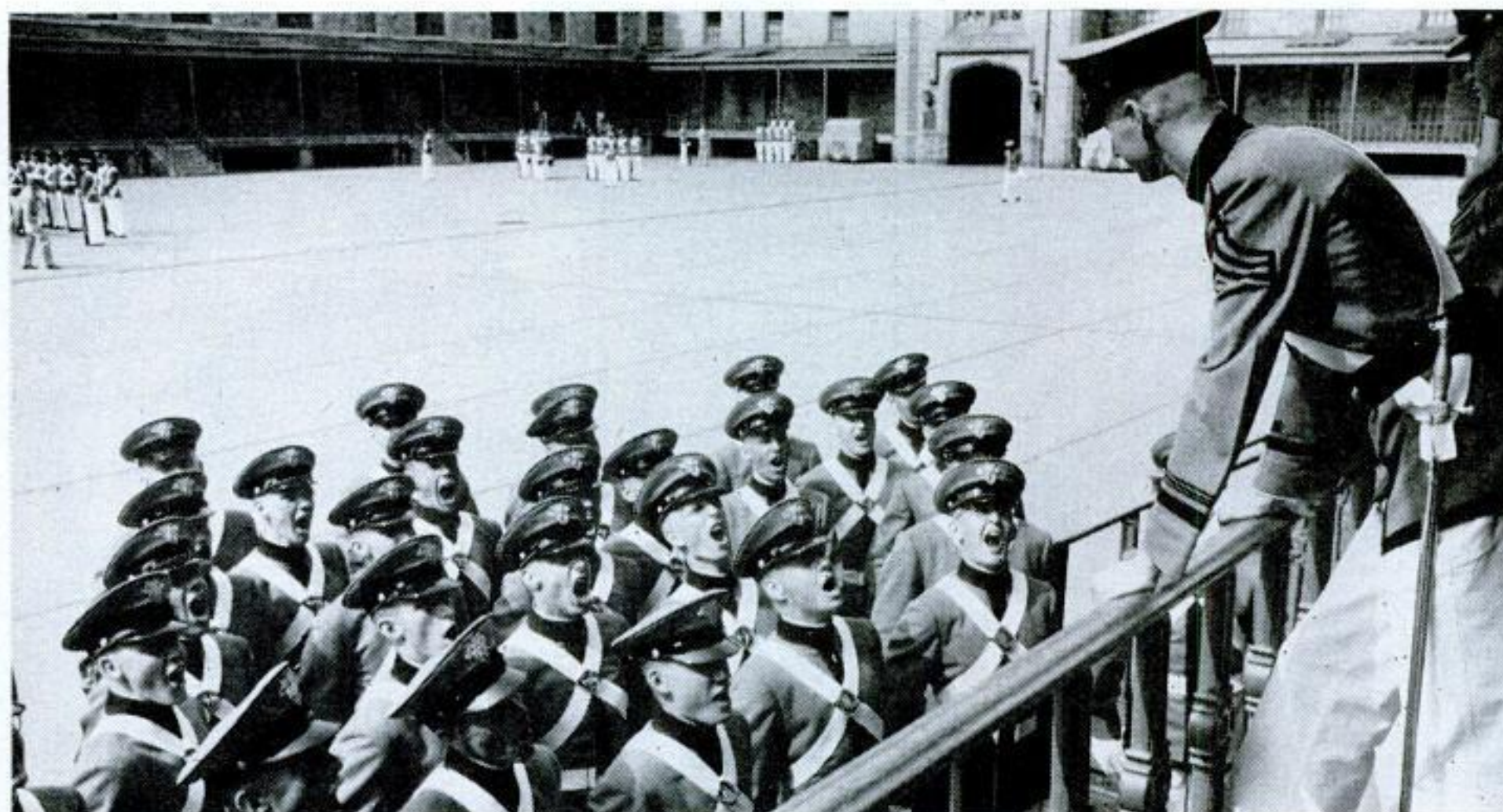




uniforms line up to be marched off to lunch under watchful eyes of upper-class "plebe chasers," who

are wearing white trousers. They scold Beasts constantly, complain about the shine on their shoes, the

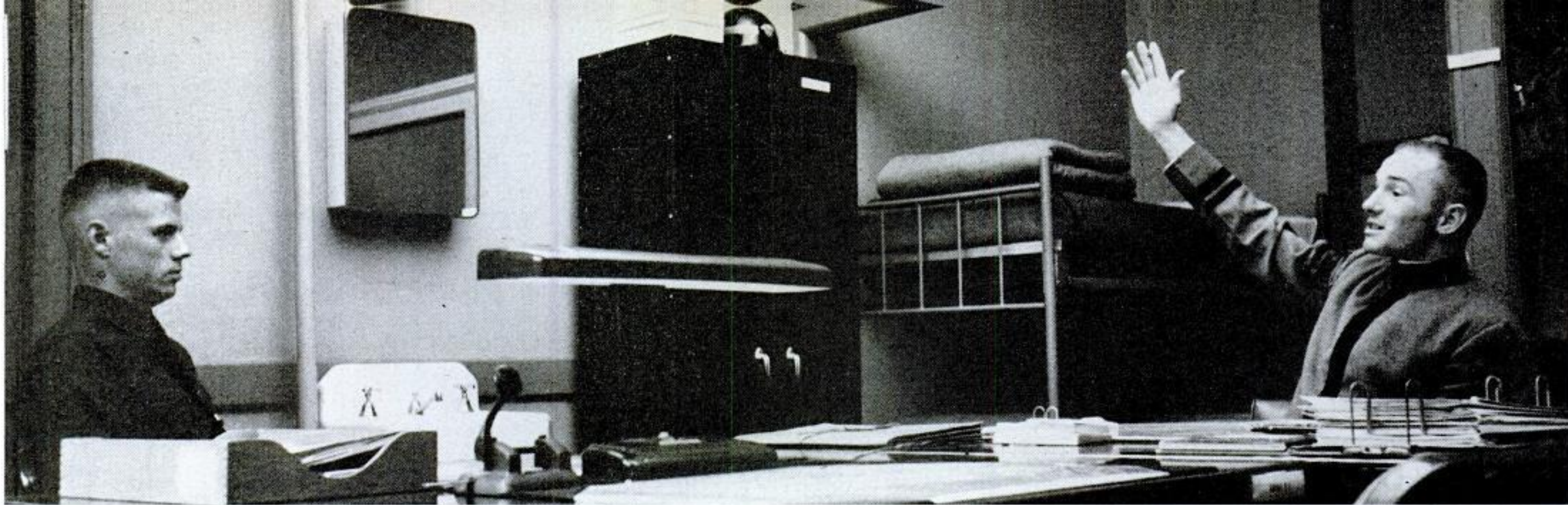
tilt of their hats. There is only one explanation a Beast can give after a reprimand: "No excuse, sir."



← **TAKING BREAK** during march from field to West Point, Beasts are bent over rubbing dust from boots.

**ACKNOWLEDGING PRAISE**, Beasts shout "Yes, sir!" to cadet who asks if they know they are good.





**GETTING A PEP TALK** from Company Commander Richard Webb (*right*), Gordon Ericksen wonders

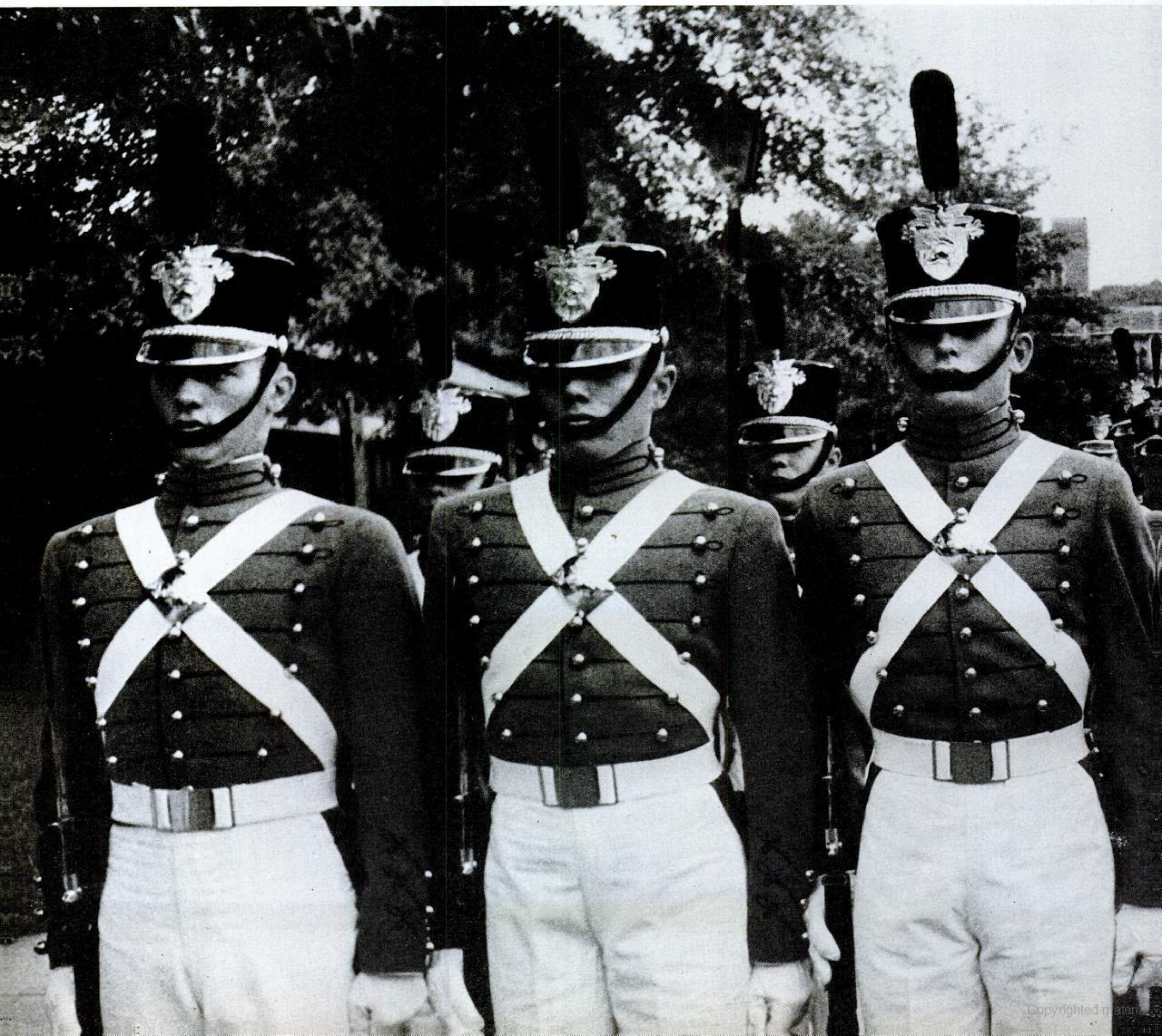
whether he should quit. Ericksen said that he liked West Point but that he really wanted to study

nuclear physics. After Webb assured him that he might take graduate work, Ericksen decided to stay.

## PROUD LOOK OF SURVIVAL

Under the physical and mental strain of Beast Barracks some men crack and want to get out (*right*). Others decide belatedly that they may not want a military education (*above*). West Point is prepared for these problems. No man is allowed to quit until the two-month period is over, and every attempt is made to help each

man make the best decision. This year 23 of the 730 men who started in Beast Barracks left when it was over. The rest, having put on the uniform (*below*) which marks their acceptance as full-fledged cadets, now understand what West Pointers mean when they say, "Men who survive Beast Barracks can survive anything."

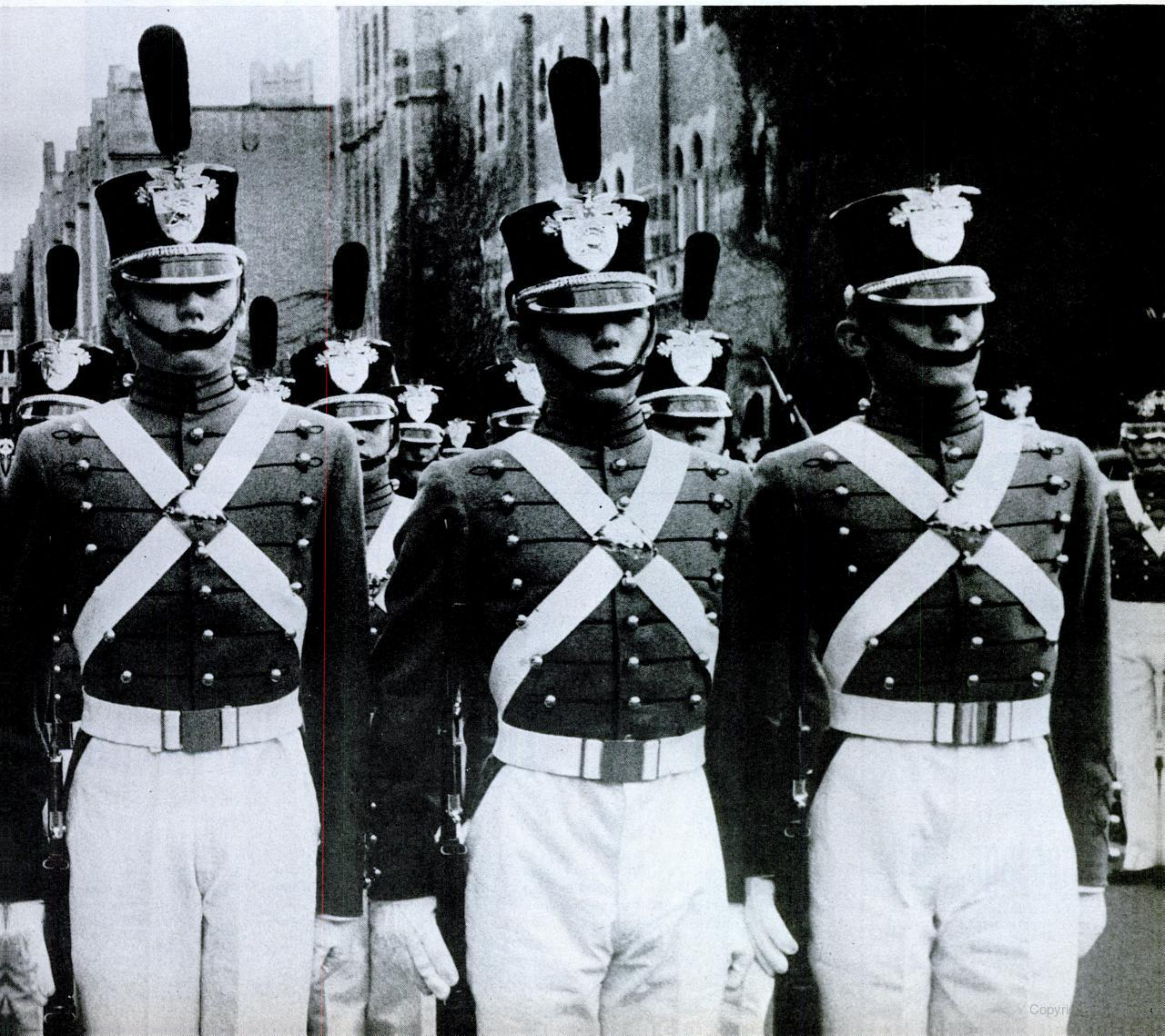






**BREAKING INTO TEARS**, a Beast explains to Colonel Seth Hudgins, the Beast Barracks commander, that he wants to quit Academy. West Point let him resign.

**SIX WHO SURVIVED** are those shown at shower on pages 148, 149. Here Clarke, Madsen, Murphy, Haas, Nevins and Mathison line up in full dress uniforms.





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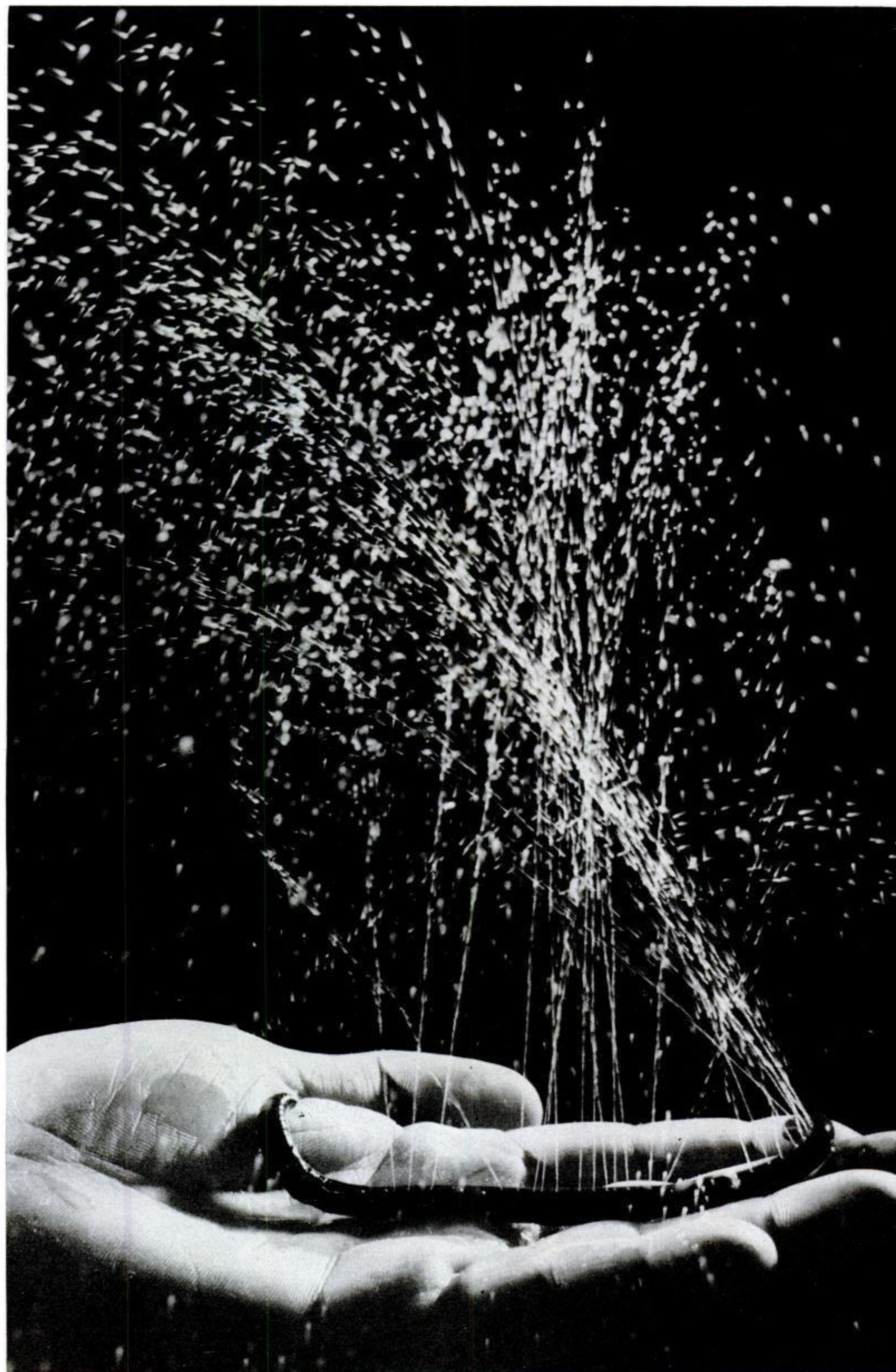


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## NATURE



A DIDYMOGASTER SILVATICUS, IRRITATED BY HEAT OF NATURALIST'S HAND, SHOOTS A MULTI-JET SPRAY INTO AIR

## WORM THAT TURNS THE WATER ON

There are more than 2,000 different kinds of worms in the world, many with what seem like fixed smiles on what can be taken for their faces. They are an uncooperative lot since they go underground hours before the earliest bird gets up, and they act irritable even while serving man by wiggling about on the ends of fishing hooks. But few act quite as irritable

as *Didymogaster sylvaticus*, a native of Australia, which reacts so fiercely to heat or rough handling that it squeezes itself and, in self-defense, shoots juice out of some 20 perforations in its body. The fluid, a slightly alkaline liquid containing dissolved salts and body wastes, goes as high as four feet and produces the general effect of a hard-pressed fireboat.



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*How America is dressing*

## In the suburbs... the wool



*Marketing for the week-end*—this smart suburbanite wears an easy coat of confetti wool tweed. For wool resists soiling, takes constant bundle-juggling, maximum mileage without a trace of muss. By Finger & Rabiner.

*Off to town*—for a day of errands, a gala evening. A wool coat has the quiet elegance to go everywhere. Wool's colors, texture, have the grand-mannered look of the natural-born aristocrat. By Zelinka\* Matlick.

8:30 a.m.—*its daily whirl begins with driving the children to school*  
11:00 a.m.—*it's off to the supermarket—  
an endless round of errands*  
5:00 p.m.—*it goes festive for a gay evening in town*

This is only the beginning of the travels of today's suburban wool coat. It's the coat for America's modern Mrs. Gulliver—who covers hundreds of miles a week—whose happy, hectic schedule calls for a coat with all the stamina and style of wool.

For wool is the fiber with a unique constitution. Bouncy, lively, strong. In a coat of wool, you can slide in and out of a car umpteen times a day. Its "fresh bloom" won't wear off—its lines won't sag.

But, what the suburbanite loves most is wool's "precious fabric" look, the way it makes even a modestly priced coat look important. From shopping chores to socializing at the club, the wool cross-county coat is the most versatile fashion going.





# cross-country coat takes over



*Dinner in the country* climaxes a non-stop day for this cross-country coat of champagne-colored wool fleece. And as it travels from one appointment to the next, it shelters you from every temperature change along the way. The natural insulation wool provides is the best anti-shiver protection there is. By Ellen Brooke for Sportswear Originators.



*This household executive* chooses a wool tweed runabout coat and matching skirt, for morning shopping, an afternoon art show. It has lasting savoir-faire—for wool's "spring back" enables your coat to hold its original smooth tailored lines. By Harry Frechtel.



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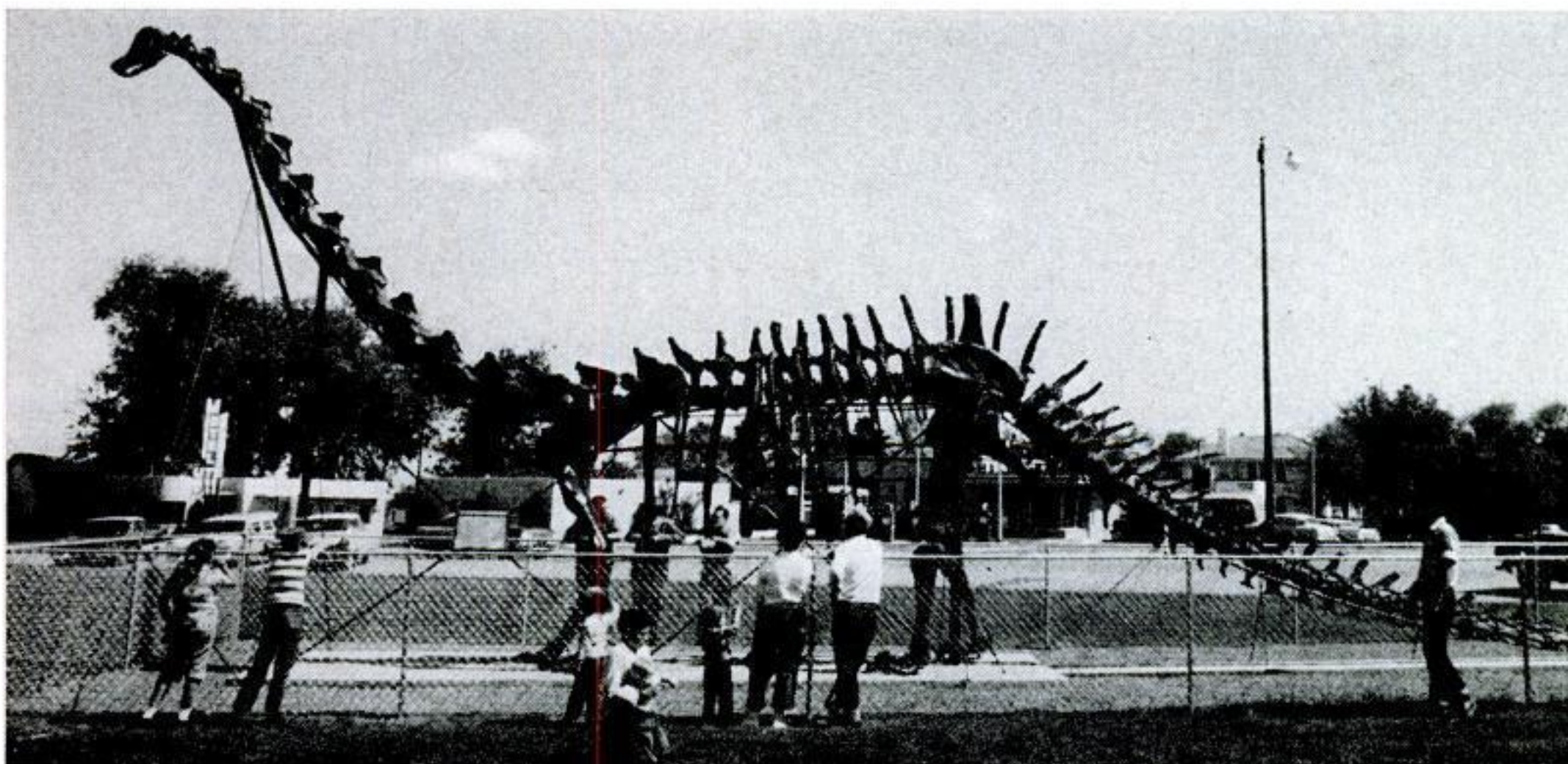
MUSEUM ASSISTANT GRANT MERRELL STANDS ON HEAP OF CONCRETE BONES USED TO MAKE THE DIPLODOCUS

## Back Home on the Range

The Utah Field House of Natural History is located in a region—near Dinosaur National Monument—where the bones of the longest of all dinosaurs, the diplodocus, have been found. But the museum never had its own diplodocus skeleton. Though it wanted one, its building was much too small to hold one, and dinosaur bones are too fragile to leave outdoors.

In 1955, the solution turned up. The Carnegie

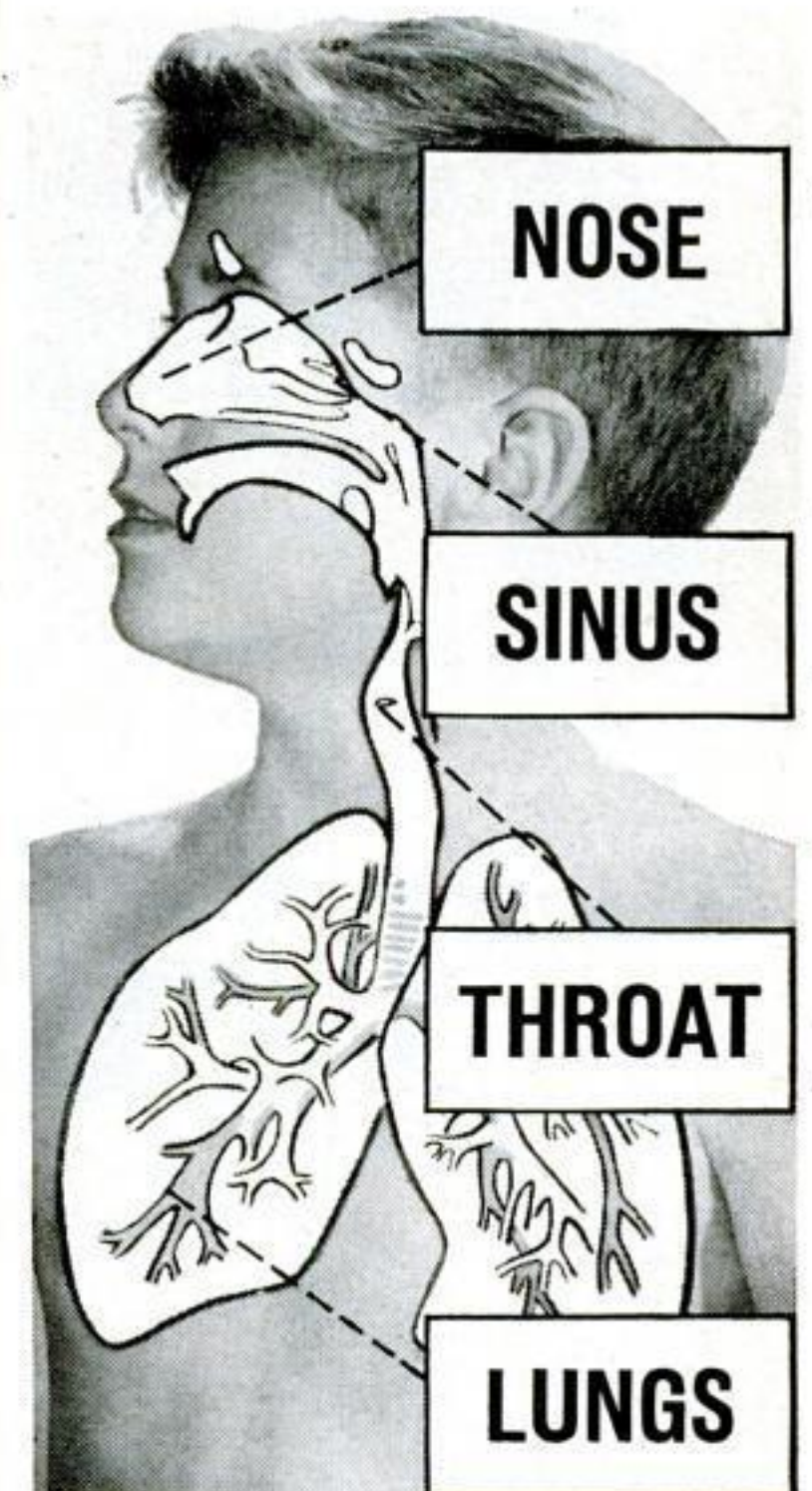
Museum of Pittsburgh offered a set of molds made from the bones of the most perfect diplodocus skeleton in existence. Using the molds, Grant Merrell, Field House preparator, painstakingly cast the 667 bones in eight tons of concrete. It took him nearly two years to do it but finally the concrete creature stands on the museum's front lawn where, 140 million years ago, its flesh and blood relatives ranged.



DIPLODOCUS IS 21 FEET HIGH AND 76 FEET LONG FROM NOSE TO TAIL. FENCE KEEPS CHILDREN FROM RIDING IT

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**CHEST  
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A Remarkable Medical Development from  
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DAY'S CORNER-CUTTING BY DISHONEST BUSINESSMAN CAN INCLUDE BRIBING A COP, ENTERTAINING WIFE ON EXPENSE ACCOUNT, BRIBING BUILDING

# THE CROOKS IN

Their everyday swindling and chiseling costs billions of dollars and

**T**O almost everybody the word "crime" means something immediately shocking or spectacular: murder, assault, housebreaking, sexual offense or bigtime racketeering. The citizen recognizes it as a frontal assault on his society and his morality, and he is quick to grow concerned when the criminals seem to be getting out of hand.

But there is another variety of crime that, on the surface, is not spectacular, is scrupulously nonviolent and has nothing to do with frontal assault. Yet it is everywhere. Most citizens merely read about the other types of crime, but they actually brush against this kind, at home and in business, a hundred times a year. It is called white collar crime.

As first defined for criminologists by the late Professor Edwin H. Sutherland, a white collar crime is one committed by a person of relatively high and respected social standing in the conduct of his business. As used here, the term white collar crime has a broader meaning. It includes all types of nonviolent criminal behavior that involve fraud, deception or evasion, generally in money or business matters. The incidence of this kind of crime in the U.S. today is huge, and its implications are ultimately more serious than those contained in the headline crimes of bank robbery, juvenile delinquency and open racketeering. Violence is obviously dangerous to the peace of a society. But the habit of fraud, if it spreads, can rot a society's marrow.

The preceding five instalments of LIFE's series on crime have concentrated on the violent forms of lawbreaking. This article deals exclusively with white collar crime. While the white collar criminal shares with other lawbreakers the attention of the courts, police and psychologists, his ways are very different, and so is the world in which he operates.

The plunder which the white collar criminal exacts from society is enormous. Last year as much as \$5 billion probably changed hands in kickbacks, payoffs and bribes. U.S. employers also lost something like half a billion dollars to embezzling employees—from pilfering shop workers to absconding assistant secretary treasurers. Still more money evaporated in retail chiseling: a half billion went down the drain in home repair frauds alone. Some indication of the staggering amount of tax chiseling was given by the Internal Revenue Service's record 1956

harvest of \$1,412,823,000 in penalties and back taxes. And the Securities and Exchange Commission can only estimate that investors have lost hundreds of millions in the recent epidemic of crooked stock sales.

What makes the exact damage difficult to assess (aside from the sucker's ancient reluctance to admit that he has been taken) is that white collar crime often closely resembles legitimate business activity. The white collar criminal is difficult to spot because he so closely resembles an honest man. Often he is considered a pillar of the community. In recent memory, for example, he has turned out to be a Chicago architect, a prosperous auto dealer in Denver, a member of Congress from Massachusetts, a physician in Omaha, a respected lawyer in Philadelphia and a veteran Internal Revenue agent in New York.

Almost every American has recently encountered some aspect of white collar crime, either in the strict legal sense of a broken law or in the broader popular sense of a serious offense committed against morality. This does not mean that the human soul is becoming intrinsically more larcenous: the average man remains a fundamentally honest person, and he would not want to be anything else. But many of our most respectable citizens, whether or not they realize it or admit it, cut quite a few moral and legal corners in their everyday lives.

## A day of dishonesty

**T**AKE an active, if concentrated, day in the life of a reputable New York State businessman (*see above*). As he walks to his downtown office after leaving his car resting snugly in a No Parking zone, he warmly greets the veteran cop on the beat, who thanks him for his recent annual present, a case of good blended whisky (penalty for attempting to influence a police officer with a gift: \$5,000 fine and/or 10 years in jail). After a few routine desk chores the businessman has a profitable late morning session with his personal income tax consultant, who has found a happy device for distorting repair and depreciation costs on some rental property he owns (penalty for filing a fraudulent income tax return: \$10,000 fine and/or five years in jail). By this time he has worked





INSPECTOR, ACCEPTING A TV SET "GIFT," JUGGLING BOOKS, ISSUING FALSE ADS, LIFTING OFFICE DESK SET, "FORGETTING" MAID'S SOCIAL SECURITY

# WHITE COLLARS

threatens the nation's fundamental honesty

by FRANK GIBNEY

up an appetite for a good expense account meal, so he entertains his wife and two close friends at a lavish lunch, all on the company tab (a misdemeanor under Section 665 of the State Penal Law, subject to a \$500 fine and/or one year in jail). Back in the office, he reminds one of his assistants to "take care of" the building inspector with jurisdiction over their new plant site, thus getting as much red tape out of the way as possible (penalty for bribing a public officer: \$5,000 fine and/or 10 years in jail). He then dictates a letter to an executive of a small concern with which he has just signed a contract, thanking him for *his* thoughtful gift of a new model portable TV set (penalty for secretly accepting a gift in return for corporate favors: \$500 and/or one year in jail).

At a late afternoon conference he congratulates the controller on a new bookkeeping device that handily pads a few of the firm's more controversial assets (penalty for concurring in a bookkeeping fraud: \$500 and/or one year in jail). He later tells the head of his company's advertising agency to disregard a recent Federal Trade Commission cease-and-desist order about misleading TV commercials, at least until after the fall sales drive (this ultimately puts the company in line for an embarrassing and costly federal court action). As the day closes, he asks his secretary to wrap up one of the new company desk sets, which will be just the thing for his den at home (penalty for appropriating company property to one's personal use: \$500 fine and/or one year in jail). Safe at home, he advises his wife not to worry about the maid's social security payments because she is leaving soon anyway (penalty for willful nonpayment of employer's social security contributions: \$10,000 fine and/or five years in jail). Laying aside the cares of the day, he settles down to watch the news on his souvenir TV set—and fulminates about the dishonesty of the "union racketeers" he sees on the screen.

The recent misadventures of the labor unions have indeed been spectacular and violent. But the record of businessmen's responsibility to the law is no more comforting. In the matter of union racketeering there has been so much quiet acquiescence on the part of management that prosecutors like New York's U.S. Attorney Paul Williams have become distressed at "the very high degree of collusion between the racketeer

and the businessmen." Nor is mere collusion the worst of it. So many unscrupulous businessmen have diverted to their own uses the money collected for their employees' withholding and social security taxes that the delinquent accounts in this category now amount to nearly \$300 million.

Whether it appears as the withholding tax racket, the souvenir bribe or the con man's street-corner swindle, white collar crime is forcing itself on the serious attention of the country by its very pervasiveness. In a world where strong-arm methods of lawbreaking are increasingly hard to get away with, the white collar criminal does become progressively more important. The Swiss criminologist Paul Reiwald, after considerable study of European and American crime patterns, has said flatly: "The influence of civilization on criminal law is: the curve for crimes of violence falls; the curve for crimes committed by cunning rises."

## A fast buck is a good buck

**P**ROBABLY the greatest factor in the spread of white collar crime today is the apparently popular conviction that a fast buck is a good buck, as long as you can get it into your wallet unobtrusively. There is a sneaking universal sympathy for the sharper, the gay rogue, the person who cheats with a flair and never gets caught. There is a corollary reluctance to tell on him. As New York's District Attorney Frank Hogan sees it: "We appear to have developed a public morality which condemns, rather than praises, any private citizen who seeks to enforce the laws. We make a sort of game of it between law enforcement officials and criminals, and sit complacently by, ready to applaud a brilliant stroke on either side."

For instance, many Americans did not seem morally disturbed by the suddenly unveiled exploits of Mrs. Margaret Burton of Decatur, Ga. (LIFE, Sept. 9), the dog-loving English con woman who had begun an impressive embezzling career by cheating a Chinese rug dealer in Honolulu 18 years ago and whose recent specialty was bilking doctors by juggling their office accounts. On the contrary, Mrs. Burton's flight from justice in Decatur was followed with no small admiration by some



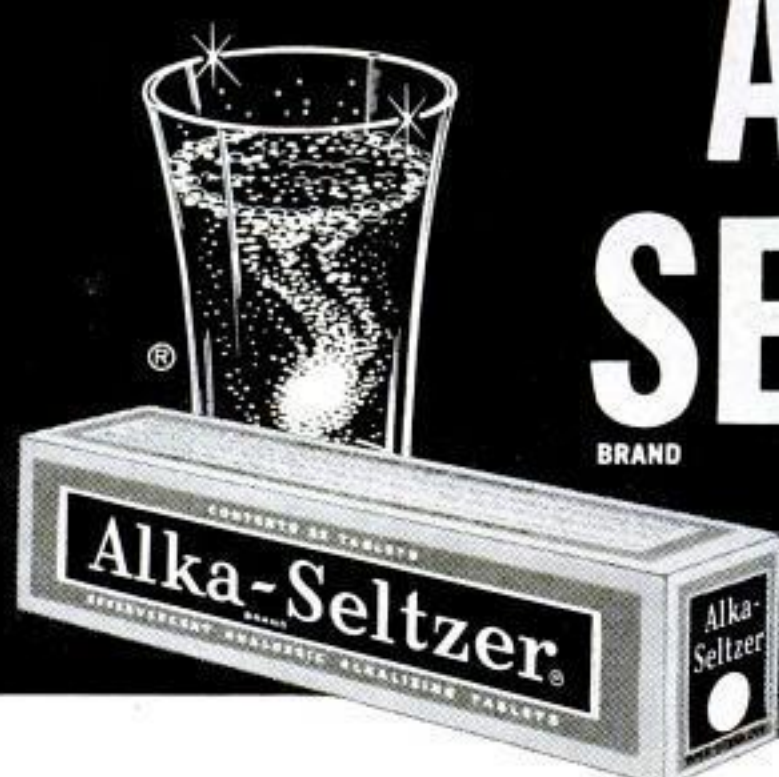


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"THE DYNAMITERS," protected by laws against wiretapping, use the mass telephone technique to sell worthless stocks to out-of-town suckers.

### WHITE COLLAR CRIME CONTINUED

newspaper readers, who felt that any woman who could flee from the law in a flamingo-colored Lincoln, trailing three carloads of household retainers and expensive belongings as well as a truck with a kennel of expensive spaniels, had something a little special on the ball.

Such sympathy for the swindler—or for the businessman who works an ingenious tax dodge—springs also from the American's sullen, half-conscious struggle against the web of rules and regulations that spins itself with sad necessity around modern life. As government grows bigger, it grows ever more impersonal. So does business. And impersonal forces are relatively painless to cheat.

The resultant moral lightheadedness, whatever its causes, is potentially far more dangerous than any number of juvenile "rumbles," which people *do* get indignant over. The danger was expressed very nicely by Judge Archie O. Dawson two years ago when he sentenced Henry "The Dutchman" Grunewald and his partners in crime for their efforts to cheat the Internal Revenue Service. "This great republic can be undermined," said the judge, "... by termites such as these defendants gnawing away at its foundations."

The mechanics of fraud are complicated, and fashions change quickly. As SEC Commissioner Andrew Downey Orrick noted, "When the suede shoe boys got through with the housing racket in California, they went on to the tables at Las Vegas. When Las Vegas got hot, they ended up selling stock in the 'boiler rooms' on Wall Street."

But for all their suppleness and changing disguises, the white collar criminals can nevertheless be arranged into certain clearly defined categories. These include: the "dynamiters," who swindle the trusting with worthless stocks; the "takers," who make a mockery of business contracts by demanding bribes and kickbacks; the "grifters," who work the street corners and the U.S. mails to defraud the gullible; the "sharps," who swindle consumers and investors by converting reputable businesses into disreputable ones; and the "tax dodgers," who deliberately cheat their state and federal governments. Because of the scope of their operations and the variety of their methods, each of these groups deserves close inspection.

**THE DYNAMITERS:** Among the few commercial users of the familiar three-minute household egg-timer are some smooth-talking, unscrupulous "brokers" who still operate, despite recent vigorous prosecution by the SEC, in Wall Street and various Canadian cities. These dynamiters use the egg-timer to limit their expenses on long distance phone calls to gullible prospects. If the prospect shows no



signs of nibbling inside of three minutes, the dynamiter hangs up rather than pay for overtime. Even so, the phone bill for a successful dynamiting organization sometimes runs as high as \$30,000 a month.

Thanks to federal laws against wire-tapping, the telephone is the safe, indispensable tool of the high-pressure stock swindler, whose office is fittingly known as a "boiler room." Boiler rooms are crude in appearance. Any visitor to Wall Street, if he knows where to look, can find certain barren loft offices with long lines of girls addressing envelopes. In back are inner sanctums where perhaps 40 men, equipped with easily obtainable stockholders' or specialty lists and the copious responses to their own newspaper ads, sit behind 80-odd telephones.

The dynamiters' ritual seldom varies. First the prospect is "papered" for several weeks with attractive brochures, generally for an obscure oil or mining stock. The prospect, eager to flourish his own matador's cape in what he thinks is a Wall Street bull market, is intrigued and rather flattered by this come-on mail. Then the first telephone overture is made, usually by an apprentice salesman known in the trade as an "opener." The big oil stocks, he explains, have hit their peak, but others are coming up. "After all, Standard, Gulf, they all had to start small, didn't they? Now Sub-Rosa Petroleum is the one to watch. . . ."

This preliminary softening may lead to a small initial sale. Then the "dynamiter" or veteran "loader" takes over. With a soft but commanding manner he makes the sucker feel as keen as a college girl on the eve of sorority pledge day: "Now or never is the time to buy. . . . The stock is bound to double within 60 days. . . . Safe? I've bought it myself. Is there any better recommendation?" Up and up he raises the ante ("A man in your position should buy at least 1,000 shares"). No mercy is shown. "If they find that a man has \$20,000," a veteran SEC man observes, "they'll go not for \$18,000 but the full \$20,000."

So the suckers flock to put their money into Sub-Rosa, lured by the magic ritual coming out of the receiver. In the end, they can count themselves lucky to escape with a tiny fraction of their original investment. But the dynamiters and the proprietors of the scheme have done very nicely. A hard-working telephone salesman can net as much as \$7,000 a week.

Prosecution of these operators is difficult. The modern boiler room steams along on the fringes of legality. There generally is a Sub-Rosa Petroleum Company, taken over and grossly overcapitalized by the promoters in New York. Its stock may be first exhibited, fleetingly, on a Canadian exchange to give it an apparent value and to pose difficulties for any U.S. prosecution. Before bringing the stock to New York, the entrepreneurs tactfully funnel it through a second corporation. The reason for this is a handy SEC loophole called Rule 133, which provides that if one corporation merges with another and exchanges its shares, the shares do not have to be registered.

Even if brought to the courtroom, securities fraud cases are tricky, technical and difficult to present to a jury, unless enough pitiable victims are present for the prosecution to present the case in highly concrete terms. Paul Windels Jr., the capable young SEC administrator for the New York district, epitomizes the legal difficulties in this way: "The law in the sale of securities is not the old common-law principle of 'buyer beware,' but rather 'seller beware.' This is

CONTINUED



"THE TAKER" uses his business connections and buying power to extort goods, services and favors from firms who are dependent on him for orders.

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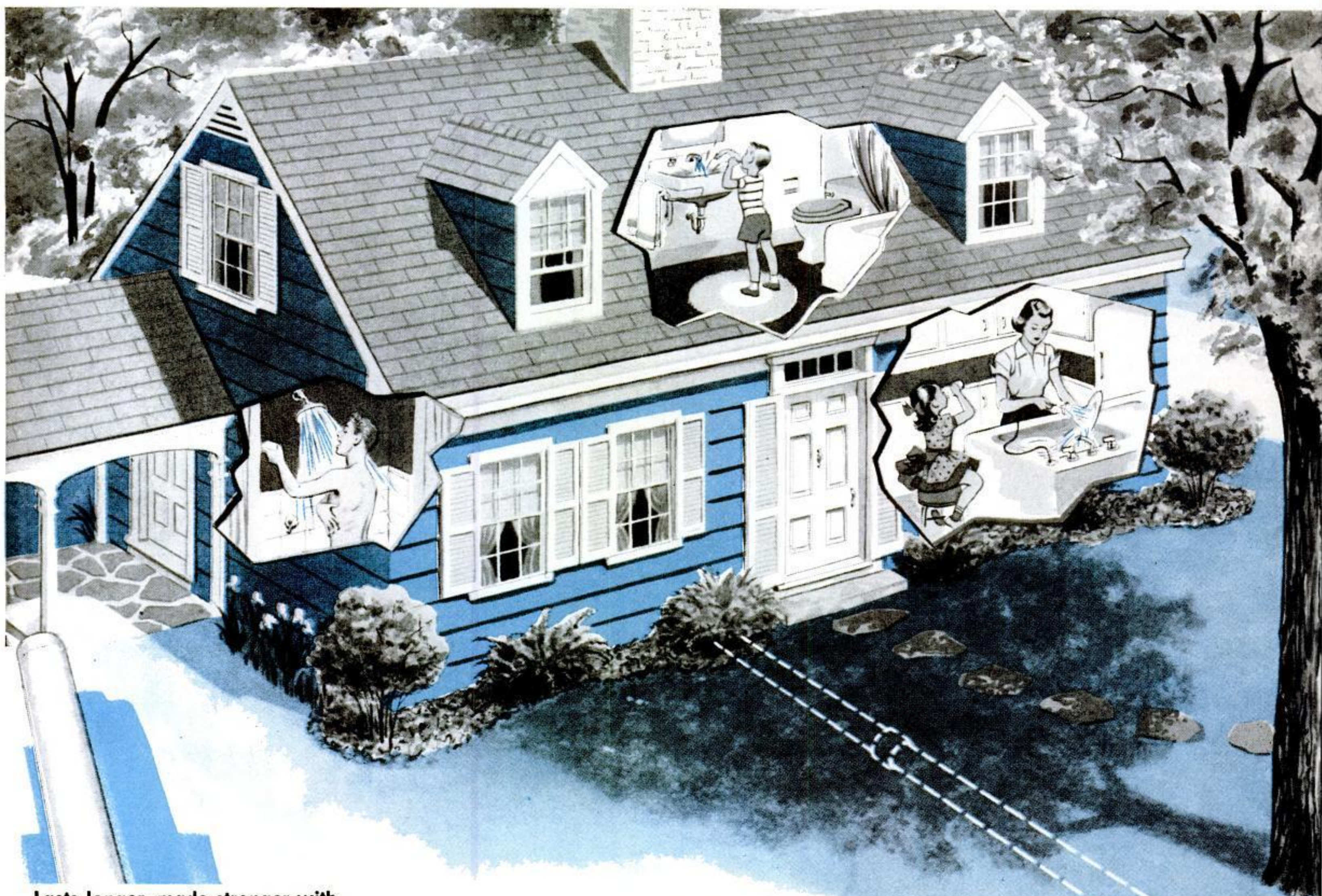
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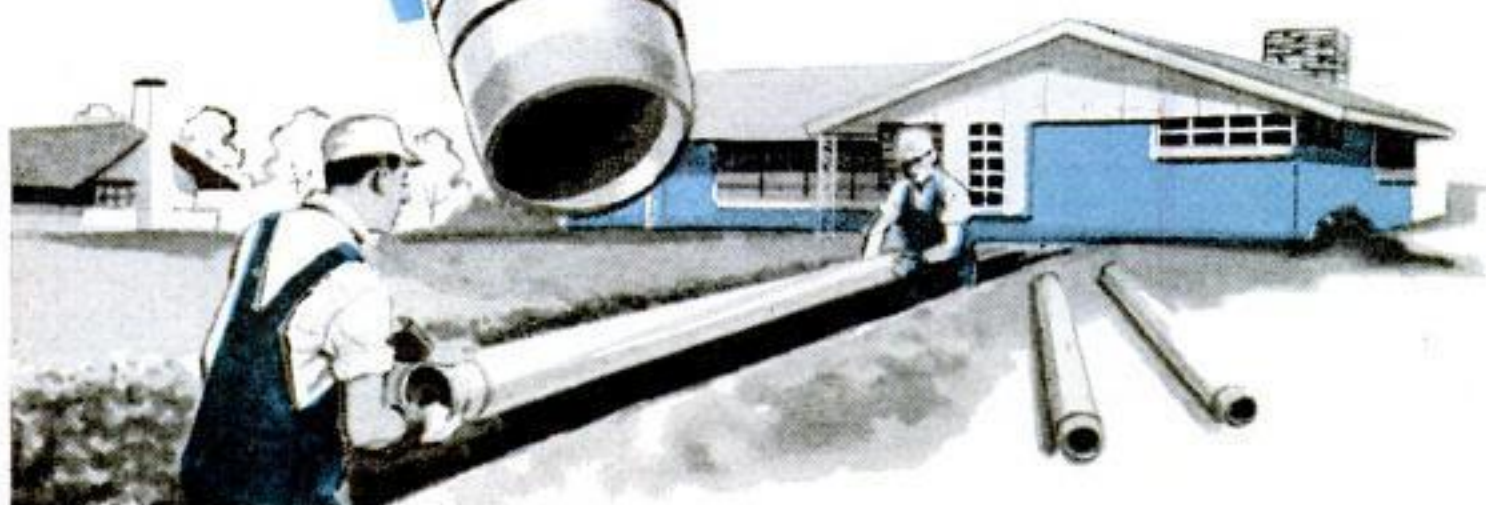
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## WHITE COLLAR CRIME CONTINUED

the notion the prosecutor has to get across to the jury at the very outset, if he wants to have any chance of winning his case."

**THE TAKERS:** Not long ago a Manhattan dress manufacturer bared his soul to Herbert Robinson, a New York lawyer who has instituted 100 bribery cases in the last five years. With rare candor he told Robinson how he worked the kickback system with the buyers for whose orders he was competing. "A young buyer comes in new to me," the manufacturer explained, "and maybe the first time he's in—we're all rushed—I'll give him a sandwich in my office. Later we'll have lunch a few times, until one evening I take him and his wife out to dinner, a very good dinner. The wife sees the luxuries around her—nice things she has not been accustomed to. She gets discontented. She wants something like it. . . . I take them to the theater. . . . The next thing that happens is that he takes a gift certificate or a bond from me. Then the cash comes in large amounts. . . . After that I own him." From then on, the buyer, who is now a "taker," orders for his store or company whatever the manufacturer wants him to order.

This technique, with variations, each year destroys countless American business consciences. The bribery involved may be crude or subtle, disguised as Christmas presents, hospitality, travel junkets or theater tickets. Ultimately it comes to be regarded as a sort of perquisite. One "taker" once complained to the Federal Trade Commission, asking if there were any way in which the FTC could enforce payment of his monthly kickback, which was in arrears.

### A freewheeling taker

**T**HE most egregious taker of recent times, if not the biggest, was a New York coat buyer named Stanley Sternberg, who worked for a subsidiary of Sears, Roebuck and Co. until his enforced resignation in 1952. During this time he bought millions of dollars' worth of clothing for Sears and took, by reliable estimates, well over a quarter of a million dollars from the clothing manufacturers. Sternberg drove the manufacturers to despair by his levies. In return for giving them advance information on the type of clothing Sears wanted, and buying it thereafter, he received regular payments in bonds and cash (at the time of his discharge he had \$124,000 distributed in 27 banks). His and his family's clothes were purchased from manufacturers' charge accounts. When he bought a new house on Long Island, he was given, after some broad hinting, a \$475 dryer, a custom built TV set, a deluxe gas range and refrigerator and other useful household improvements. One manufacturer was detailed to take Sternberg's aged parents to dinner almost nightly. Another manufacturer's wife was called on to supply a home-cooked turkey whenever the Sternbergs craved fowl. He once suggested that a manufacturer supply an employe to push his father's wheelchair. He chiseled stamps, stationery, newspapers and cigars. "Nothing," Assistant District Attorney Joseph Stone recalls, "was too small for Sternberg."

Sternberg, and others like him, can go so long without prosecution because of the bribery statutes in most states: the giver is liable, too. This partly explains why so much under-the-counter trade lies like an iceberg beneath the surface of American business life.

"Taking" impinges on politics as well as commerce, as has been shown by numerous Washington investigations from the mink coat and freezer scandals down to the recent conviction of Harry "The Hat" Lev, the well-known military clothing manufacturer.

The most flagrant recent cases of political "taking" have occurred in Texas. There the explosion of dynamic BenJack Cage's ICT Insurance Company, the nucleus of a bewildering and fatally interdependent group of enterprises which the Texas State Federation of Labor had unwisely sponsored, brought a considerable number of Texas officials into disrepute. A further wave of charges and countercharges among Lone Star lawmen followed the indictment of Representative James Cox, who had agreed—in the presence of a tape recorder—to take \$5,000 in return for dropping his bill to put naturopaths out of business (Cox claimed he was trying to trap "crooked lobbyists").

Public indignation finally aroused, Governor Price Daniel ordered this month's special legislative session for the express purpose of regulating "the undercover operators who try to buy their way into the state capitol." The lobbyists' zeal for entertaining has subsequently dampened. Gone are the permanent buffets during legislative sessions, the carefree weekends at the races in Kentucky, the convivial jaunts to various border amusement areas. "Last session," a two-term representative commented, "we had all sorts of little gifts—lemon juice, beer glasses, fly swatters, books. . . . This time all we've had has been a six-ounce jar of honey and a bag of rice. It's been slim picking."

**THE GRIFTERS:** The true "con men," or "grifters," the most unrepentant of all the criminal fraternity, make up what might be called



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to your  
taste!



"SPANISH PRISONER" swindle uses a letter from Mexican jail and baits sucker with trunk of money he can share if he puts up prisoner's "ransom."

## WHITE COLLAR CRIME CONTINUED

the dependable infantry of white collar crime. Through prosperity and recessions alike, in secluded corners of county fairgrounds as well as on the side streets off Broadway, Wilshire Boulevard or North Michigan Avenue, the work of these classicists goes on, as assured in its result as the U.S. mail, which the con men are always exploiting.

Each year hundreds of Americans respond to the lure of venerable dodges like the notorious "Spanish prisoner's swindle." They receive a letter which begins: "A person who knows you and has spoken highly about you has made me trust you in a very delicate matter on which may depend the entire future of my dear daughter, as well as my very existence. . . ." They gullibly take their money to some isolated spot on or across the Mexican border, only to have it stolen while they are waiting to make contact with the allegedly imprisoned letter-writer (who naturally possesses a large "inheritance" and is "eager" to repay the favor).

The most up-to-date grifters have other successful and more popular devices for making the dishonest dollar. Apparently the public never tires of purchasing mail-order virility pills, bust developers (ranging from attractively packed creams to a pair of painted one-pound dumbbells), phony reducing schemes and hair restoratives. The Post Office Department, whose investigators have a record of 99% convictions, never tires of pulling in the mail-order grifters. Lately these swindlers have turned to the sale of fake tranquilizers and pills fraudulently advertised as curing everything from rheumatism to heart disease. Sales are discouragingly high.

To veteran con men, such crude mail-order amateurisms are thoroughly distasteful. With pride in their craft, they point to real artists in the profession—especially among the forgers, who have lately threatened to make phony-check-passing into a major industry. There was, for example, the case of that paladin of forgers, Alonzo James Whiteman, known as Jim the Penman. Once, arrested on a charge of forging \$580 worth of checks on a New York bank, Jim won his acquittal with a masterful defense, then sued for false arrest. He got a \$3,000 settlement.

**THE SHARPERS:** There is a blurred line between the crooks who make a business out of crime and the businessmen who, deliberately or only half-consciously, bring crime into their business. The number of crooked businessmen, or "sharpers," has zoomed in recent years, although it can never be exactly calculated. As Judge Charles M. Hough wrote in a much-quoted opinion summing up a 1917 mail fraud case: "Just when the sanguine man becomes reckless, and the reckless one criminal, cannot be laid down as a matter of law. . . ."

A striking example of the honest businessman turned sharper is Albert Benton Shoemake, of Waco, Texas. Shoemake, now 62, began his career as a struggling cotton gin salesman, then became an ambitious business promoter with an insatiable appetite for expansion and a secret yearning to be a banker. His U.S. Trust and Guarantee Company, hopefully founded in 1945, was an insurance firm allowed by a quirk of state law to perform certain unsupervised banking functions. This loophole was too great a temptation for the ambitious Shoemake. In 1954 and 1955 he brought \$5.8 million into his outfit through the illegal sale of the bank's own 5% "certified drafts," which hundreds of people purchased under the impression that they were backed by the U.S. government. Trying to expand into a variety of businesses with the proceeds, he juggled the corporate assets so thoroughly that

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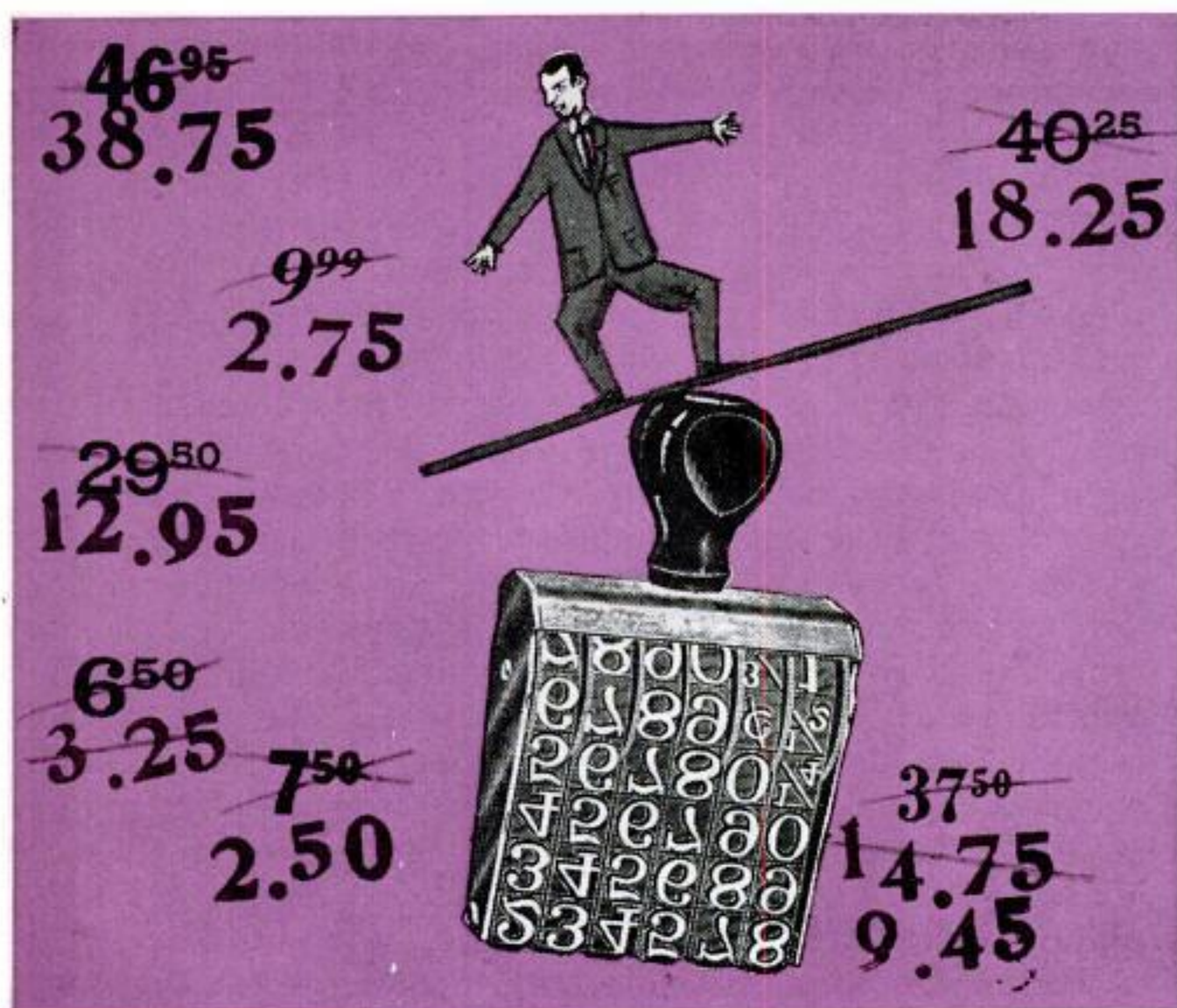
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**PRICE JUGGLING** cheats customer by offering fake bargains. Merchant either marks up price, then "slashes" it, or has maker mark it up in advance.

## WHITE COLLAR CRIME CONTINUED

investigators are still unable to account for a good portion of them. Last Aug. 9 Shoemaker was indicted by a federal grand jury in Houston for deceiving the investing public, but he was in no condition to make an intelligent response. On Jan. 7, 1956, sitting in his \$100,000 house in Waco, he had put a bullet through his head. He lived, miraculously, and survives in a veterans' hospital as a sort of human vegetable, his faculties probably permanently impaired. His 47,000 small depositors and investors may get back 30¢ on the dollar.

Some sharpers methodically organize their companies to make a big illicit take. Such an outfit was the Manu-Mine Research and Development Co.—in the words of Governor George M. Leader, "a vampire company organized to bleed the [Pennsylvania] turnpike dry." The company's president, Charles W. Stickler Jr., happened to be the nephew of Thomas J. Evans, then the chairman of the Turnpike Commission. A little bit of friendly nepotism got the company a fat contract to fill in abandoned mines on a turnpike extension, and cost the Pennsylvania taxpayers \$7 million for almost wholly unnecessary work.

It is impossible to assess the rise in the less spectacular type of shoddy business: the phony auto or TV repair rackets, the crooked appliance sales, the rigged insurance claims. It is possible to chart the increase in an allied tendency, embezzlement by employees. U.S. firms now lose almost as much by embezzlement as they do by fire. President B. H. Mercer of the Fidelity and Deposit Company of Maryland estimates that the amount his and other bonding companies have paid for embezzlement has shot up 350% since World War II—a staggering rise, even allowing for the effect of increased insuring.

Much of the blame for such out-and-out chiseling comes from a certain "climate of lawlessness," for which some very reputable businesses are responsible. There is appallingly widespread fictitious comparative pricing and "preticketing" on retail goods. For example, a rug announced as "reduced to \$49.98 from \$69.95" may actually have cost the store only \$20 and been intended to sell retail for about \$35. Congressional investigators in Washington recently spotted the *reductio ad absurdum* in this technique, a garden hose which came with a built-in markdown. Its price tag was printed at the factory and read: "\$2.98, a \$4.98 value. Save \$2. Special Price."

In the Massachusetts Bay Colony, restraint of trade was punished not only by civil fines but by public scenes of churchly repentance. Americans have never quite lost this concern about the moral position of monopoly. Is it unfair competition, or is it simply the reasonable reward of free enterprise? Although the Sherman Anti-Trust Act is a criminal statute, no one has ever actually gone to jail for it. Some suspended sentences, however, have been given.

Yet unquestionably the consistent violations of corporate regulations like the Sherman and the Clayton acts can only spread the climate of lawlessness. In the first six months of 1957 a record \$696,750 in fines was paid by antitrust violators. In this period 38 new cases had been initiated, compared with 29 in the first half of last year and only 20 in the first half of 1953. Some of the cases, admittedly, are technical rather than what the public would call criminal. But there was a definite question of immorality in the recent Justice Department

CONTINUED



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## WHITE COLLAR CRIME CONTINUED

proceedings against a western Teamsters' local for blatant price-fixing and against a chain store whose monopoly activity against small competitors drew prison sentences (suspended) for two of its officials.

**THE TAX DODGERS:** No one can deny that there are grievous injustices in personal income taxes. Four men earning \$20,000 a year will pay four different taxes, depending on whether they are: 1) a salaried employe, 2) a person whose small salary was augmented by a sizable capital gain, 3) the lucky part owner of an oil well, or 4) a man living on interest from municipal bonds. The tax these men would pay might range from \$6,200 for the first to nothing for the last.

The fact remains, half excusable or not, that the man who shaves a bit off his income tax has become almost as widespread a phenomenon in this generation as the fellow who drank bootlegger's whisky in the '20s. Even the Argus-eyed agents of the Treasury and the Internal Revenue Service, an efficient group of 12,681 men backed by some 13,000 adding machines, cannot cope with all the petty chiseling that takes place. A man who claims a phony support exemption for paying his mother \$20 a month is merely called on this in the auditing. He is not prosecuted because it is not clearly provable that he had criminal intent to defraud. But the man who puts three fictitious children on his return is obviously trying to defraud the government and is relentlessly prosecuted.

The list of those convicted for criminal income tax fraud spares no walk of life—from respected heads of corporations to the Midwestern farm wife brought to book for not reporting her income from performing illegal abortions. The latest Internal Revenue Service enforcement campaign is against the waiter or headwaiter who fails to record all his income from tips—a campaign accounting for many a long face over the chafing dish these days. High on the list of violators are bookies, lawyers, accountants (who sometimes help others shave their taxes) and doctors, those hard-working and highly paid professional men who are also the despair of the SEC because of their chronic readiness to throw the proceeds of a successful practice into 10,000 elusive shares of Super-Arctic Tundra, Ltd.

### 'Honest' crimes

**W**ITH the exception of hardened professional con men, most white collar criminals in the above categories start out with the idea that *their* offense is not especially harmful, or else they have the "honest" intention of paying back the money they take. The ensuing toboggan ride is familiar. The embezzler who at first "borrowed" from necessity ends up as a high-living crook with a weakness for horse playing (conversely, many honest horse players end up with a weakness for embezzling). The ease of fraud has its own fascination: really successful white collar criminals find it hard to return to the humdrum of honesty.

Musing over this fact not long ago, one Patrick H. Lennon, 55, the mastermind of a scheme which extracted \$423,000 from a Rochester, N.Y. industrialist, gave U.S. postal inspectors a summing up of his 35-year career of swindling.

"I knew," he said, "that money gained in a dirty business such as this never did anybody any good, but it has been awfully hard for me to break away from the con racket since I started in it in 1920. I have always seemed to be able to talk people into turning over money to me on almost any type of representation I might make. This has been my downfall."

The downfalls of people like Patrick Lennon are unfortunately not so frequent as they ought to be. Their successes, from the outright gifting of the con man or the new-model union racketeer to the crooked thinking of the easy-money businessman, raise some hard questions about some apparent failings in the national morality.

In the Middle Ages it was a common belief that traffic in money and goods endangered the soul. After the Reformation men of the new industrial societies came to feel not only that money-making was a legitimate Christian endeavor but that honest traffic in money and goods was actually good for the soul. A more modern distortion of this belief was the rationalization that money and goods had no connection whatsoever with morality and that a man could be both a good Christian and a sharp operator. President A. B. Stickney of the Chicago Great Western Railway, meeting with 16 fellow executives, once voiced this view with clarity: "I have the utmost respect for you gentlemen individually," he said, "but as railroad presidents I wouldn't trust you with my watch out of my sight."

The financial excesses of many oldtime railroad presidents and their counterparts in other fields convinced Theodore Roosevelt and most of his contemporaries that if morality had no connection with business, it had better be legislated back in. Laws were passed, but they were not strong enough. E. H. H. Simmons, president of the New

CONTINUED





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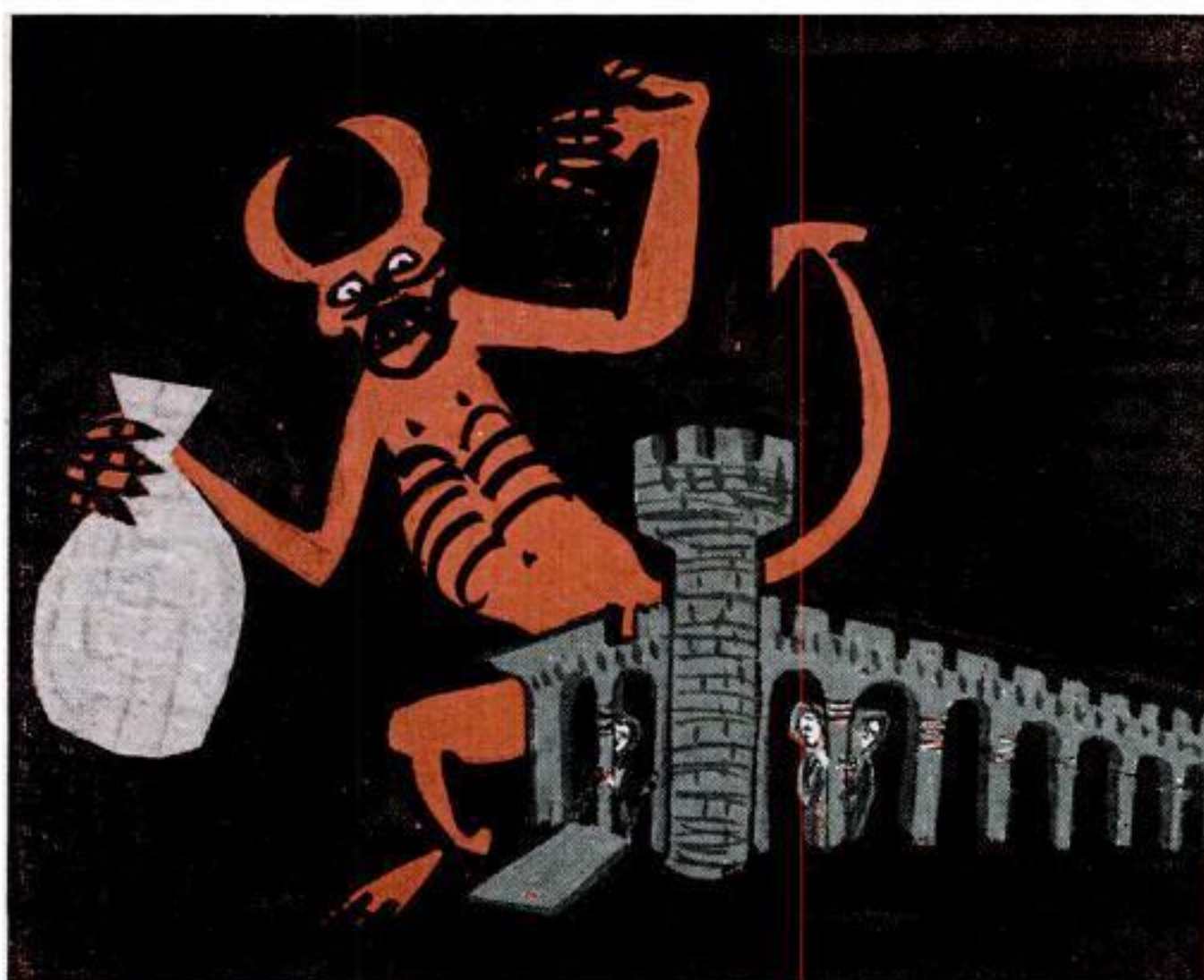
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MEDIEVAL VIEW held that money was a corrupting and evil influence. The Church felt taking interest was a sin and all trade was ethically dubious.

## WHITE COLLAR CRIME CONTINUED

York Stock Exchange in the 1920s, was moved to make the blunt comment: "It is literally true that it is much more dangerous to be caught pilfering a ten-cent loaf of bread than selling a million dollars' worth of fraudulent stock." He knew whereof he spoke. Fraudulent stock sales as well as many other dubious business practices were starkly outlined by the 1929 crash, in which corporation presidents and small investors alike lost their watches en masse.

Financial disasters brought some corrective legislation and many corporate improvements. But they did not bring the individual conscience back inside the countinghouse. The continuing lack of concern about white collar morality was shamefully underlined during the World War II rationing period. In this era the word "black market" won a permanent position in the American household vocabulary and the five years of price control led to 259,966 enforcement sanctions. The fact that only 13,999 of these were criminal was due to a deliberate and possibly unwise policy of holding down criminal actions. Approximately one out of every 15 U.S. firms was punished for some form of rationing violation. Considering the lenient prosecution policy and the relatively small OPA enforcement force, historians of the period feel that the number of enforcement actions could easily have been tripled.

Judged by OPA surveys, about 60% of the nation's gasoline dealers traded in illicit coupons. The meat marketers and landlords had comparable records. As a capsule example of profiteering excesses, take the case of Norman, Okla., a town of 11,429 population before the war. When large numbers of Navy personnel training there complained of rent gouging, investigations revealed no less than 1,500 violations. Among the offenders were college professors, doctors, businessmen and at least one member of the clergy.

The wholesale violations of OPA regulations happened in a country that lacked even the excuse of home-front privation. Marshall B. Clinard, a Wisconsin sociology professor who has studied this period intensively, has said, "Such extensive conniving . . . took place among so many businessmen, ordinary criminals, and even average citizens that serious questions might be raised as to the strength of the moral fiber of the American people."

Many of the men trying to control white collar crime seem to think that our moral fiber has lately deteriorated still further. "There is a growing attitude among the American people," warns an Internal Revenue Service man, "that if you can get away with something, you will." New York's SEC Administrator Windels, with another batch of security frauds now coming up for prosecution, shares the Internal Revenue man's concern: "The circle of chiselers is getting bigger. Is morality becoming a thing of the past?" John E. Reid, a Chicago lie detector expert who has screened the employees of 1,454 companies for their embezzlement proclivities, says flatly, "Today everybody's working like mad and everybody's stealing like mad."

What can be done? The first way of approaching this problem is through law. The Anglo-Saxon legal system reacts slowly to strains put upon it. But the courts and the makers of statutes must soon accept the fact that modern crime is now attacking society not only frontally but also on a peculiarly vulnerable flank. Courts should

CONTINUED



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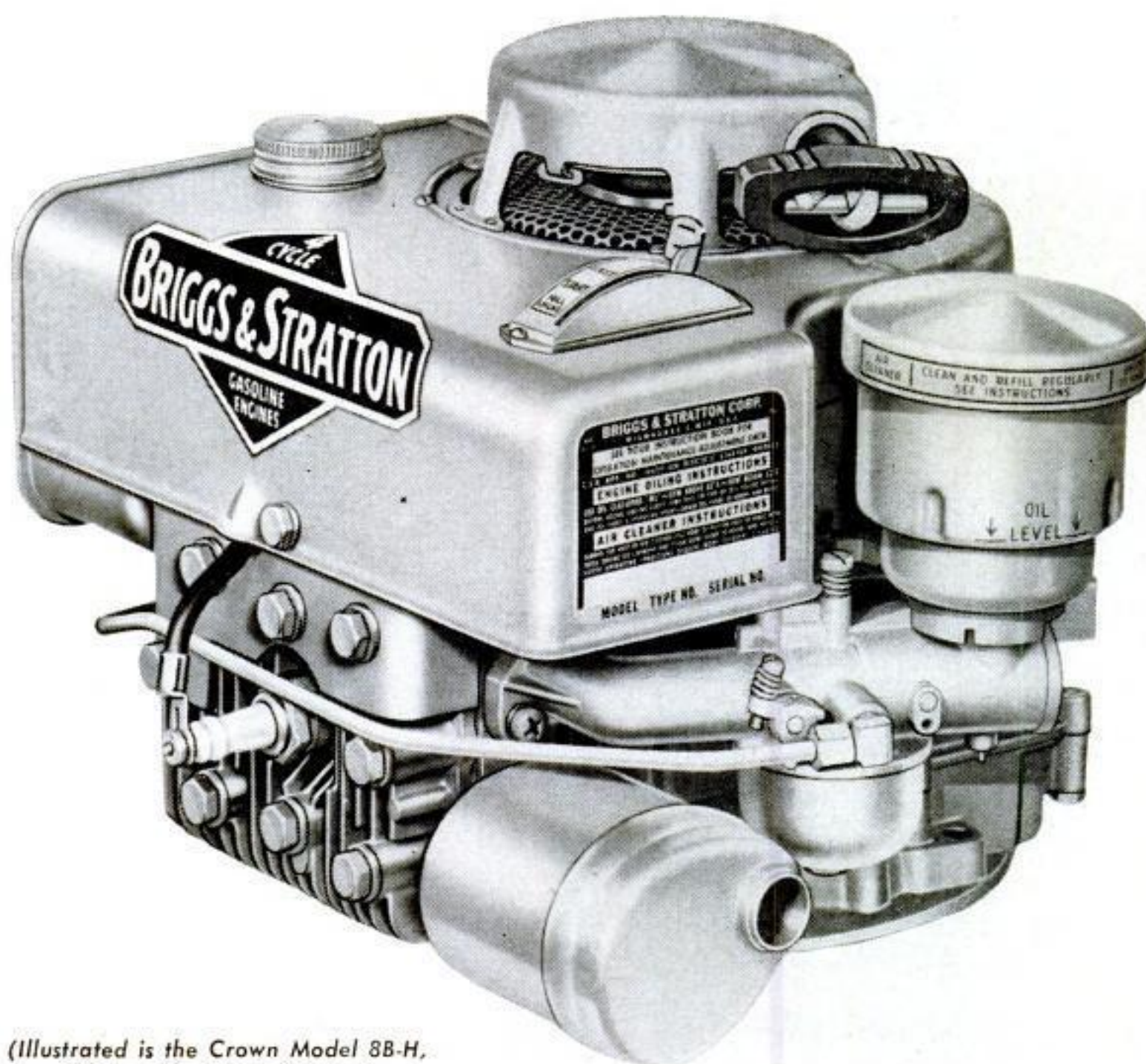
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## WHITE COLLAR CRIME CONTINUED

think twice about the light sentences so often given to white collar offenders. There is injustice and anachronism in a system wherein a young housebreaker who steals less than \$500 worth of goods will get a seven-year sentence, while a hardened securities swindler who has stolen \$5 million will get less than two years.

The loopholes and the technicalities of the law devised through the years to protect the rights of the little man are now exploited by the big crooks with the biggest batteries of lawyers. Fighting a tax fraud or conspiracy case can take years and can immobilize whole staffs of U.S. attorneys. The recent acquittal of the Teamsters' James Hoffa on a charge of bribery is an example of how frustrating a U.S. attorney's life can be. Paradoxically, the courts now seem to make things even easier for the big white collar offenders. In 1956 the U.S. Supreme Court revised the rules regulating bail to make it almost mandatory pending an appeal after conviction, where before the advisability of bail had to be argued. This change helps well-heeled offenders delay the final steps in the law process, while their lawyers search for ever finer technicalities and the offenders enjoy the proceeds of their offenses.

The agencies that deal with much of the white collar fraud—SEC, FTC, etc.—are on the whole undermanned for responsibilities that increase each year. SEC has less than half the manpower it had in 1941. FTC has an annual budget of less than \$6 million with which to supervise trade practices in the \$430 billion U.S. economy.

New federal laws might help—a commercial bribery statute, among others, and some tightening of the SEC regulations. (The requirements for official certification as a securities dealer are considerably less stringent than those demanded of a certified New York longshoreman.) The states need white collar criminal legislation even more urgently, notably in the area of consumer fraud.

But the moral conscience that is needed to fight white collar crime at its roots cannot be legislated or given form in the courts. In the opinion of the country's chief law enforcement officer, Attorney General Herbert Brownell, the problem of white collar crime is principally one of moral attitudes. "Easy tolerance of the so-called white collar crimes," says Brownell, "has increased in the last decade. This indicates a weakening of moral and ethical standards which is the principal cause of the increase in these crimes. There is much for public officials to do to combat this kind of crime. But the foremost need is to revitalize our standards of ethics and morality, to have a renewed respect for law and order."

To revitalize the national standards of ethics and morality may sound like a large order, but it is not unattainable. It demands only that we recognize some dangerously wide gaps between the individual morality of Americans and the moral standards implicit in our country's laws. These gaps may be founded partly on the current uncertainty of moral standards, partly on the technical and undramatic nature of white collar crime. Whatever their excusability, they can be a mortal danger to the health of a democracy.

"Income tax evasion, bribery, stock swindles and fraudulent business practices," says U.S. Attorney Paul Williams, "are social and moral crimes." But they will be regarded as crimes only to the extent that the American citizen looks behind the facade of official regulation to grasp the essence of his free society, which is his individual sense of moral responsibility. If white collar crimes are not considered true crimes, we are in trouble—deeper trouble than any statistics, indictments and case histories can ever show.



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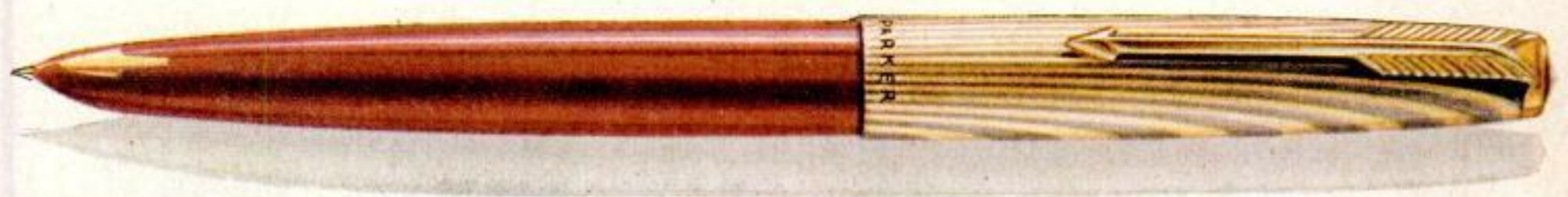


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Capillary Pen

Unlike any pen in this world





TOOM FAMILY GATHERS ON PORCH. FROM LEFT: (SEATED) ANDREW, 67, GRACE, 62; (STANDING) DIXIE, 71, MIKE, 71, MATTIE, 77, JENNIE, 79, JOHN, 81

## Birthday for 62-year-old Baby Sister

When Grace, the baby sister of the Toom family, had her 62nd birthday, almost no gathering of the clan was necessary. The seven single Tooms had never left home, a 252-acre hog and cattle farm near Knoxville, Iowa. "I doubt if any of us," says Grace, "would be so happy if we were married and had our own families."

The Toom brothers and sisters, who still do all their farm work themselves, pitched in for the birthday party. They got some help, indirectly, from the only one of the family who left to get married. Herman, now 82, could not come himself from Nebraska, but some of his

children and grandchildren who live nearby did come. They fried the chicken and frosted the cakes, while Andrew helped make the ice cream, and the sisters helped each other, as Grace put it, "get beautiful" (below).

Before the dinner, served on their best china, the Tooms watched while Grace opened her presents. The gifts included bubble bath powder and three silver dollars toward a new Bible. That night Grace wrote in her diary, "My family is so good to me." Then, happily recalling the birthday dinner, she wrote, "The platters of fried chicken faded like snow in summer."

**HELPING DIXIE**, Grace, whose family job is to help wherever she is needed, brushes sister's hair.



**GETTING HELP** from sister Mattie. Grace gets her own hair combed on morning of her birthday.



**FROSTING CAKES**, Dixie and grandniece Bette Blackman, 35, discuss decoration of cake at right.





**BIRTHDAY HUG** by great-grandniece Jan Marie Blackman, aged 10, makes Grace laugh with pleasure.

## BIRTHDAY CONTINUED



**BIRTHDAY BANQUET** included four members of Herman's family who are frequent visitors. Grace

won a wishbone pull, wished "my family would all be here for my next birthday, safe and sound."

**LAUGHTER OVERCOMES JENNIE AT BIRTHDAY DINNER AS GRACE DESCRIBES HOW A NEIGHBOR TRIED TO LEAP ONTO A HORSE AND FELL OFF THE OTHER SIDE**





# Cram-course

College life means a lot of different things to different people. To some it means a long series of lectures, hours in the laboratory, and a huge stack of textbooks. To others it's a world of football games, campus politics, debates, dramatics, or student publications. To a few (and perhaps in the eyes of the general public) it's a gay round of dances, serenades, and panty raids. Actually, college life is not just one of these—it's a wonderful mixture of the meaningful and the frivolous, the permanent and the ephemeral.

Amidst all this it would be hard to find a college textbook as interesting and yet as significant as *LIFE* with its many educational series on such fundamental topics as "The World We Live In," "The Epic of Man," "The World's Great Religions," and "Great Adventures." On the other hand *LIFE* is not too academic to take note of the zany happenings which historians signify by the name Americana. *LIFE* covers so many different facets of both the vital and colorful that reading it can be an education in itself. Those of us who try to participate in all the various phases of college life often find it difficult to keep up with current events outside the university community. *LIFE*, with its fresh and concise approach to news coverage, offers an appealing "cram-course" in what's going on.

If I had the power to confer honorary degrees, I'd certainly give one to *LIFE* for its lively treatment of both interest-catching and thought-provoking subjects.

DAVE GORTON  
President, Student Body  
U. C. L. A., '58







## PICTURE THAT MADE A BIG IMPRESSION

A picture of a little boy and a friendly policeman stirred an unprecedented response in Washington, D.C. The boy, Allen Weaver, 2, of Arlington, Va., was standing on the sidelines at a Chinatown festival of the Hip Sing Association, an organization that was holding a convention in Washington. When a paper lion paraded by, Allen stepped out into the street for a closer look. But firecrackers were sputtering all around the lion's feet and Policeman Maurice Cullinane came over to make sure that Allen didn't get too close. As he leaned down to speak to him the little boy looked up just as Photographer Bill Beall of the Washington *Daily News* snapped their picture. The following

day the appealing picture appeared on the front page of Beall's paper.

The response was like nothing Beall, a *News* photographer for 22 years, had ever known. At his home the phone almost jumped off the hook, and the *News* was flooded with letters and calls from people who wanted to congratulate Beall and the paper. J. Edgar Hoover, F.B.I. head, said the picture was "worthy of a prize," and Mrs. Ella Ford, who works at the National Security Council, was so impressed that she and 23 fellow workers got up a petition to LIFE to publish the picture. "It has made such an impression," she said, "we feel it will arrest the thoughts of people throughout the United States."





Another adventure in one of the 87 lands where Canadian Club is "The Best in The House"

## The "ghosts" are real in this Sherwood Forest Set-to

**1.** "It happened on a visit to Robin Hood's old haunts in the English Midlands last month," writes Gilbert Winfield, an American friend of Canadian Club. "The 'ghosts' were actually members of the Ancient Order of Foresters. One, who called himself 'Will Scarlet,' gave me a rough-and-tumble reminder that the Lincoln Green spirit is still alive.



**2.** "The legendary outlaw himself, or the man who dressed the part, had given me a lesson in wielding the stave under an old oak like that which hid the real Robin Hood. A lot of good the lesson did!



**3.** "Dumped into a brook by 'Will Scarlet,' I quickly got a friendly boost out. Fun is fun, but that water was cold. The dunking gave me a taste of what Robin Hood, according to the story, suffered at the hands of Little John.



**4.** "To prove himself no ghost, 'Robin' stood drinks at a 150-year-old inn at Yoxall. Nothing make-believe about the Canadian Club!"

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Created by R. J. Reynolds Tobacco Company.

## • menthol-fresh

You never met its like before! Salem's menthol-freshness is as soft as the gentle air of Spring. It refreshes your taste just as Spring refreshes you.

## • rich tobacco taste

Now, get the rich tobacco taste you love... but with a new surprise, refreshing softness. That's Salem...the rich-tasting cigarette with new smoking ease and comfort.

## • most modern filter

Salem has the most modern, easy-drawing, pure-white filter... and through that filter flows the freshest taste in cigarettes. You smoke refreshed, pack after pack.